



**Eugene City Council**

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# EUGENE CITY COUNCIL AGENDA

January 20, 2016

12:00 PM **CITY COUNCIL WORK SESSION**  
Harris Hall  
125 East 8<sup>th</sup> Avenue  
Eugene, Oregon 97401

**Meeting of January 20, 2016;  
Her Honor Mayor Kitty Piercy Presiding**

**Councilors**

George Brown, President	Pat Farr, Vice President
Mike Clark	George Poling
Chris Pryor	Claire Syrett
Betty Taylor	Alan Zelenka

**CITY COUNCIL WORK SESSION  
Harris Hall**

**12:00 p.m.    A.    WORK SESSION:  
Downtown Improvements – Funding Options**

**12:45 p.m.    B.    WORK SESSION:  
Downtown Solutions Forum Update**

*\*time approximate*

with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

City Council meetings and work sessions are broadcast live on the City's Web site. In addition to the live broadcasts, an indexed archive of past City Council webcasts is also available. To access past and present meeting webcasts, locate the links at the bottom of the City's main Web page ([www.eugene-or.gov](http://www.eugene-or.gov)).

El Consejo de la Ciudad de Eugene aprecia su interés en estos asuntos de la agenda. El sitio de la reunión tiene acceso para sillas de ruedas. Hay accesorios disponibles para personas con afecciones del oído, o se les puede proveer un interprete avisando con 48 horas de anticipación. También se provee el servicio de interpretes en idioma español avisando con 48 horas de anticipación. Para reservar estos servicios llame a la recepcionista al 541-682-5010. Todas las reuniones del consejo estan gravados en vivo en Metro Television, canal 21 de Comcast y despues en la semana se pasan de nuevo.

For more information, contact the Council Coordinator at 541-682-5010,

[visit us online at www.eugene-or.gov](http://www.eugene-or.gov)

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY




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### Work Session: Downtown Improvements – Funding Options

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Meeting Date: January 20, 2016  
 Department: Planning & Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item: A  
 Staff Contact: Sarah Medary  
 Contact Telephone Number: 541-682-6877

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#### **ISSUE STATEMENT**

This work session follows-up on council direction and will specifically focus on funding options for downtown high-speed fiber internet and improvements to the park blocks. It will be an opportunity for council to discuss and provide input about specific funding options related to the proposed downtown projects in advance of your next work session.

#### **BACKGROUND**

On December 14, 2015, council directed the City Manager to schedule a work session to inform the council on the downtown high-speed fiber project and improved park blocks and all the mechanisms for funding these projects. On January 11, 2016, council discussed the two projects and gave feedback on the scope to inform this work session on funding mechanisms. Both projects are related to larger efforts on economic prosperity. Park blocks improvements is part of a larger effort to enhance and connect downtown open space. The overarching goal is to foster a vibrant downtown while boosting the local economy.

##### *Downtown High-Speed Fiber*

On January 11, council asked questions about the fiber implementation plan and expressed general support for a public investment in high-speed fiber. Attachment A provides information on the project and the funding options, which include federal and state grants/loans, general fund, telecom registration/licensing fund, urban renewal, general obligation (GO) bond, and private sources.

##### *Park Block Improvements*

On January 11, council discussed a range of possibilities for approaching park block improvements from a comprehensive, inclusive overview of key downtown public spaces to a more limited scope of needed changes. Councilors discussed the need for public engagement and a needs assessment process to identify improvements that would a) simultaneously serve the emerging downtown neighborhood and the entire community and b) address deficiencies in accessibility and design to make the Park Blocks more welcoming, inviting and connected, as well as to include more green space. Attachment B provides information on possible city actions and funding options. Funding options range from federal grants and general funds to borrowing mechanisms such as GO bonds, local option levies, and downtown urban renewal.

Attachment C includes a memorandum on the Downtown Urban Renewal District's status.

## **RELATED CITY POLICIES**

High-speed fiber and Park Block improvements address many goals for Eugene and downtown, including:

### *Envision Eugene Pillars*

- Provide ample economic opportunities for all community members.
- Promote compact urban development and efficient transportation options.
- Protect, repair and enhance neighborhood livability.
- Provide for adaptable, flexible and collaborative implementation.

### *Regional Prosperity Economic Development Plan*

- Strategy 5: Identify as a Place to Thrive - Priority Next Step - Urban Vitality
  - As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

### *City Council Goal of Sustainable Development*

- Increased downtown development

### *Eugene Downtown Plan*

- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Emphasize Broadway, Willamette Street, 5<sup>th</sup> and 8<sup>th</sup> Avenues as Great Streets through public improvements and development guidelines. Include portions of these streets as follows:
  - 8<sup>th</sup> Avenue between Willamette Street and the Willamette River.
- Enhance public places throughout downtown through the careful design of civic buildings, streetscapes, parks and plazas. Include public art and other elements to create special places for all ages.
- Connect special places downtown with enhanced street designs, public art, directional signs, transit routes and historic markers to create an inviting and memorable route through downtown.
- Support public safety activities that increase visibility, access actual and perceived safety for individuals and property downtown.
- Enhance functional designs for streets, sidewalks and related public improvements with carefully chosen design elements, including materials, alignments, plantings and streetscape elements.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.

*Climate Recovery Ordinance*

An active, inviting, well-designed public open space downtown enhances walkability and livability, supports downtown as a 20-minute neighborhood, and reduces reliance on fossil fuels.

**COUNCIL OPTIONS**

This work session is an opportunity to get feedback from council on funding options. No action is requested; therefore, no options have been identified.

**CITY MANAGER'S RECOMMENDATION**

This work session is information only; no recommendation at this time.

**SUGGESTED MOTION**

No motion necessary at this time.

**ATTACHMENTS**

- A. High-Speed Fiber – *project & funding options*
- B. Park Block Improvements – *potential City actions & funding options*
- C. Memorandum Regarding the Downtown Urban Renewal District

**FOR MORE INFORMATION**

Staff Contact: Sarah Medary  
Telephone: 541-682-6877  
Staff E-Mail: [sarah.j.medary@ci.eugene.or.us](mailto:sarah.j.medary@ci.eugene.or.us)



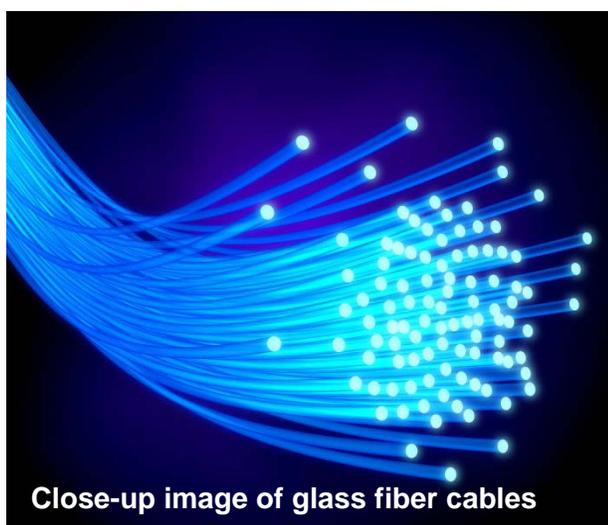
## ATTACHMENT A

## Eugene Fiber Implementation Plan

The City of Eugene and its partners are conducting engineering and financial planning to extend the municipal broadband fiber network to approximately 125 building in the downtown. This documents summarizes the status and purpose of establishing the network.

### Background

The 2013 City of Eugene Broadband Strategic Plan identified the development of a downtown fiber network as a strategic goal. After completion of the Strategic Plan, City staff began working with LCOG and EWEB on a pilot project, to test the feasibility of implementation of the development of a downtown network.



Close-up image of glass fiber cables

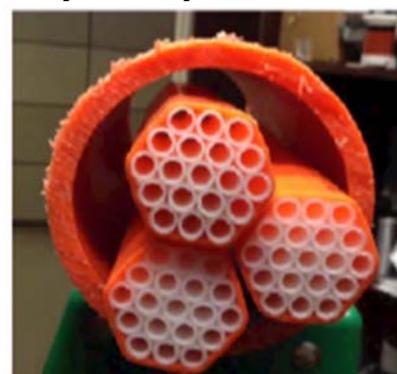
The City of Eugene provided funds for the pilot project to connect three buildings in the downtown to the Willamette Internet eXchange (WIX) using fiber optics. Through the pilot project, two buildings have been connected: the Broadway Commerce Center and the Woolworth. The RAIN building, at 942 Olive, will be connected sometime this fiscal year. In addition, the fiber is now available in LCOG's building at 859 Willamette Street.

The pilot project determined that using underground electrical conduit is a feasible method to bring fiber to individual buildings. A key advantage is that it eliminates the need to open the streets, as the fiber is installed in tubes, known as 'microduct', that lie within the electrical conduit.

The pilot project was a success. It identified a workable method to connect commercial buildings to the WIX. Independent Internet Service Providers (ISPs) are now providing 1,000-megabit (gigabit) internet service for \$99 per month to about 20 tenants in the connected buildings. The speed and price of the service is comparable to cities in the U.S. known as 'gigabit cities'.

Based on the success of the pilot project, we are now moving forward to develop a plan to construct fiber connections across downtown Eugene. The Fiber Implementation Plan includes three distinct elements:

- **Engineering Plan.** This describes the physical layout and the pathways the fiber will follow.
- **Cost Estimate.** Based on the engineering, we calculated the expected cost.
- **Funding Plan.** We are identifying the different funding sources that could be used, and their advantages and disadvantages.



Microduct-the fiber lies in the small white, 'honeycomb' tubes.

## What is a Fiber Network?

A fiber network connects individual buildings to a central connection point (an ‘exchange’) with fiber optic cable. Fiber-optic cables are thin glass strands that transmit data using light. Fiber can transmit very large amounts of data very quickly, and is much faster than copper cables and co-axial cables, which make up the bulk of the physical connections to buildings throughout the US. Most of the ‘back bone’ connections, from major hub to major hub, are fiber. Fiber is the most advanced technology for delivering communications.

The Downtown Eugene network includes both physical and service components. The physical components include:

- **The fiber.** Fiber strands that lie within EWEB’s existing underground conduits that connect into buildings. EWEB owns the fiber.
- **The WIX.** The Willamette Internet eXchange is local exchange located in the basement of the LCOG building at 859 Willamette Street. The individual fiber cables run into the WIX. The WIX is ‘carrier neutral,’ which means that any ISP can connect to it at a low cost. Incumbent service providers—Comcast and Century Link—own their own proprietary exchanges. Independent ISPs can use their facilities, but must pay a premium. The WIX has fiber connections to large, regional exchanges. LCOG owns the WIX.



*An ISP connects the fiber to a rack in the WIX.*

The service components include:

- **Internet Service Providers (ISPs).** The fiber connecting the buildings to the WIX is ‘dark’ fiber—it has no service associated with it. ‘Lighting the fiber’ means that an ISP has activated a connection from a customer in a building to the WIX and then to the rest of the internet. The ISPs lease fiber strands from EWEB and rack space in the WIX. Because it is a carrier-neutral facility, any ISP can lease the strands and space in the WIX. LCOG’s and EWEB’s lease rates cover maintenance and replacement costs; there is no mark-up for profits.
- **Back-haul connection.** There are also fiber connection from the WIX to large, regional internet exchanges in Portland and (just recently) San Jose, CA. At these regional exchange points, ISPs ‘peer’ (or connect) with other ISPs and major internet providers, such as Microsoft, Amazon, and Netflix. In Eugene, there is a constrained supply of access to the regional exchange points, so the connection speed is lower and cost is higher than in larger cities. The fiber planning team refers to this connection as the ‘Middle Mile’, as it provides the connection between major service providers and local ISPs.

## The Implementation Plan

The City and its partners (LCOG, EWEB, and the Technology Association of Oregon, or TAO) are now developing a plan to construct fiber connections across downtown Eugene. We identified the service area for the downtown fiber network to correspond to the area where the utilities lie underground. The planning team identified this area because it covers much of the downtown, and we could design the system using the technology tested in the pilot project. Implementation within the area would occur in

two or more phases based on physical limitations and redevelopment timelines. A map showing the likely first phase will be provided when it becomes available.

The Implementation Plan covers two separate, but related, investments.

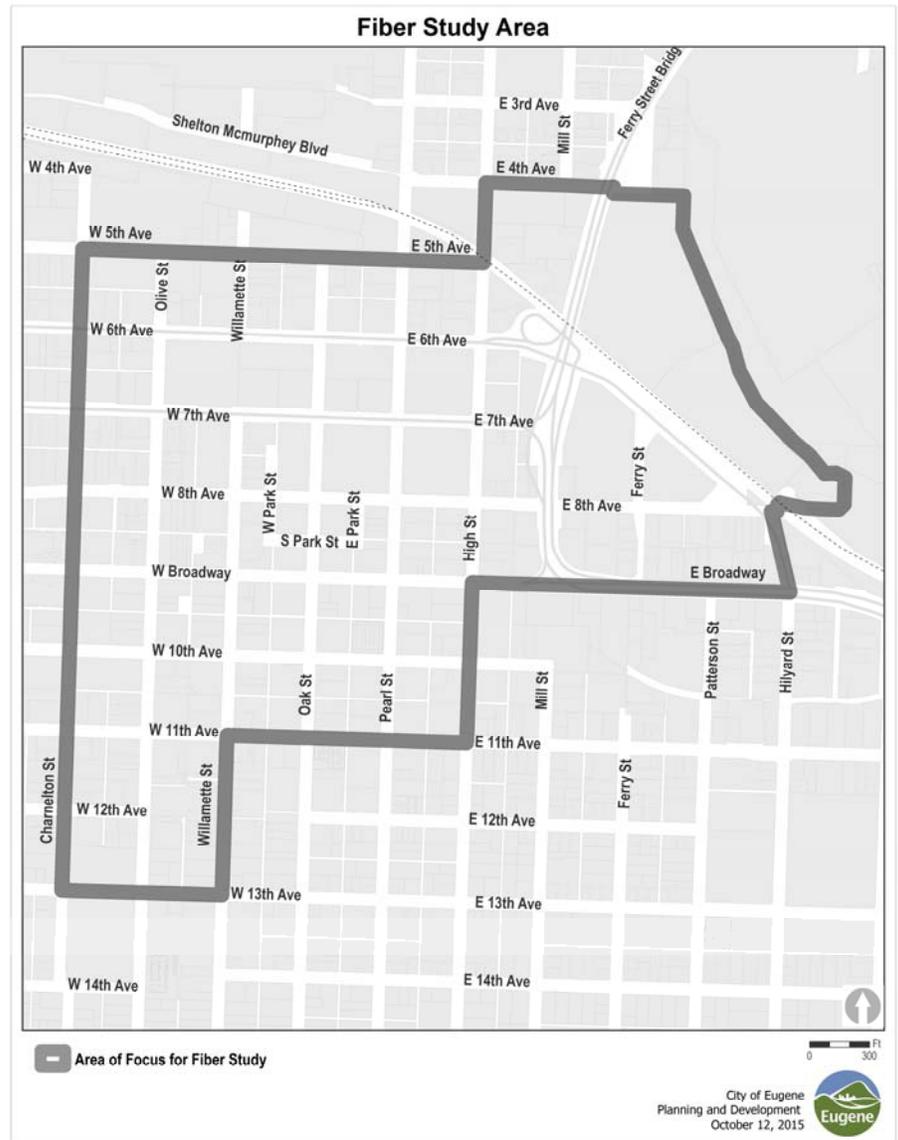
- The fiber to be installed in the electrical conduit under the City streets.
- The lease of a publicly operated Middle Mile connection to the WIX.

EWEB staff have completed the proposed engineering plan to determine the routes from the WIX to an internal patch panel inside each building. This plan has identified 120 buildings that can be connected to the network. The plan allows for additional buildings to connect to the network in the future. For example, there is capacity to allow future, new buildings to connect.

The plan also includes connection points at the physical boundaries of the service area, so that additional fiber outside the service area can splice onto this network. The planning team have worked to make this initial network flexible to accommodate future expansion.

EWEB has estimated that the cost of the full build out for the planned service area to be \$2.7 million. LCOG estimates that it will cost an additional \$750,000 to extend the fiber to service points inside buildings.

The engineering plan and cost estimate are preliminary. The planning team will reach out to key stakeholders (including building owners and ISPs) this winter to review the plan. The engineering plan may change, which will subsequently affect the cost estimate.



Caution: This map is based on imprecise source data, subject to change, and for general reference only.

The Implementation Plan includes the lease of a publicly operated back-haul connection—the Middle Mile. This ‘Middle Mile’ connection is necessary to deliver the supply needed for the downtown fiber project. The planning team is working to identify the cost of leasing our own 100-gigabit back-haul connection that could be partitioned into 10-gigabit segments and sub-leased to public agencies and ISPs.

Based on initial cost estimates, this publicly operated back-haul connection will have an initial capital cost of \$350,000 and a \$6,000 monthly (\$72,000 annual) fee. The City, other public agencies, school districts,

and ISP's would then have access to wholesale rates comparable to those that exist in the Portland and San Jose markets. The rates would be significantly lower than the rates available today.

While the advantages of a wholesale Middle Mile solution are clear, the actual feasibility needs to be justified before the investment is made. The City and its partners (LCOG and TAO) should prepare a careful business plan of the options. This plan would aim to secure pledges of purchases from other public agencies and local ISPs to ensure the benefits outweigh the costs.

## Impacts to the Community

Customers that are in the service area will be able to purchase high-speed internet service for much less than what service providers offer today. For example, firms in the Broadway Commerce Center saw the price of monthly service decline from about \$250 for 150-megabit service, to \$99 for 1,000-megabit service.

The fiber network is creating a competitive landscape for telecommunications. Any ISP can lease the fiber for the same rate. No ISP receives a preferential rate. The publicly owned and operated infrastructure makes it possible for different ISPs to compete for business on a level playing field. They all have the same cost structure for the infrastructure.

The fast fiber-based connection will enhance the community's ability to attract and retain firms in the downtown. The speed and cost in our network makes our infrastructure competitive with larger markets. High-speed, low-cost telecommunications infrastructure has become essential infrastructure for many firms to thrive in the 21st century. The absence of strong network is comparable to having the railroads pass a community in the 19th century or not have an on-ramp to the interstate highway system in the 20th century.

The Middle Mile element will benefit the community beyond the core service area. The bulk lease of a back-haul connection will reduce costs for many different groups:

- **General government agencies.** LCOG, Springfield, Lane County, and Eugene would experience lower prices for their internet service. Our initial cost estimates show that, if the agency's pool resources, the net fiscal impact will be positive.
- **School Districts.** At this time, School Districts receive a federal subsidy for telecommunications. The subsidy is declining and is expected to terminate over the next few years. If the general government agencies lease the Middle Mile connection, the School Districts would benefit from the lower service cost. Each District has its own internet service agreement, but preliminary research shows the Middle Mile could result in savings from between \$9,600 to \$20,000 per year.
- **Private ISPs.** LCOG could lease capacity to ISPs. Today, local ISPs lease capacity from large, regional providers. Based on preliminary estimates, LCOG's lease rate would be significantly lower than existing lease rates. Local ISPs would experience reduced costs. As those ISPs compete for business in the fiber network, the reduced cost structure will allow them to offer higher speeds at lower prices than exists today.
- **Businesses on the fiber network.** The back-haul connection would provide a more direct connection to major national internet providers that have a presence in larger markets of Portland and San Jose. Eugene would then have similar access to large 'Cloud' services from companies such as Microsoft and Amazon. 'Cloud' services are becoming more and more important to businesses as they store their data in the Cloud. This back-haul connection establishes a primary connection from the WIX to these major service providers—greatly increasing the speed for customers on the fiber network.

## Preliminary Funding Options

The fiber planning team, working with Finance Division staff, have identified five categories of potential funding sources: City of Eugene, Urban Renewal Agency, State of Oregon, federal agencies, and private contributions. It is possible to use a mix of the sources, described in the table below. The table shows our preliminary assessment of each funding source’s advantages and disadvantages. The information will change as we refine the funding plan.

Funding Type	Description	Summary of Advantages/Disadvantages
<b>City of Eugene</b>		
General Fund	The General Fund is the largest fund used to account for discretionary expenditures and revenues. Public safety represents 55% of total General Fund spending, followed by culture and leisure, central business functions, and infrastructure and planning.	Fund is flexible and relies upon stable revenue sources, primarily property taxes. Use of General Funds is at the discretion of City Council. While the fund has stabilized post-recession, there are still insufficient resources to sustainably fund existing services.
Telecom Registration/Licensing Fund	The Telecom Fund accounts for revenues and expenditures associated with the City’s 2% registration fee/business privilege tax imposed on providers of telecommunications services in Eugene.	Allowable under the legal limitations set forth in the 1997 Ordinance 20083. The Telecom Fund has sources of ongoing revenue and beginning working capital. Use of Telecom Fund resources would require Executive approval.
General Obligation Bond	A debt instrument that allows the City to raise additional revenues for specific purposes by getting voter approval to raise property taxes to repay debt.	This would require voter approval of a new tax levy. There are significant federal and state law restrictions on using bond funds for a public-private partnership.
<b>Urban Renewal Agency</b>		
Extend Existing Downtown Urban Renewal Plan and District	The Downtown Urban Renewal District currently receives a portion of property taxes collected by various taxing jurisdictions. The only remaining capital project currently authorized in the Plan is for improvements to the Park Blocks for the Farmers’ Market. Existing tax increment funding is expected to end in winter of 2016.	An urban renewal project must be located in the boundary of the district and be included as a project in the plan. The Downtown Urban Renewal District covers a portion of the planned service area. The current Downtown Urban Renewal plan would need to be amended by council to extend this funding source. A plan amendment requires significant public process and a lengthy timeline. There is risk that the plan amendment ordinance would not be supported by overlapping taxing districts or would be referred by voters. For larger funding efforts, this could provide significant funding without raising taxes.
Riverfront Urban Renewal Capital Fund	The Riverfront Urban Renewal District currently receives a portion of property taxes collected by various taxing jurisdictions. The Riverfront Urban Renewal Capital Fund accounts for capital revenues and expenditures in the District.	An urban renewal project must be located in the boundary of the district and be included as a project in the plan. The Riverfront Urban Renewal District covers a portion of the planned service area.
<b>State of Oregon</b>		
Infrastructure Finance Authority (IFA) Loan	IFA offers low-interest loans for purposes that meet qualifying criteria. Telecommunications facilities are eligible to receive a loan through IFA’s Special Public Works Fund.	This is not a way to pay for the project. It is a way to change the timing of when funds are available. City would need to identify resources to repay the loan.

Funding Type	Description	Summary of Advantages/Disadvantages
IFA Grant	Grants are available through the Special Public Works Fund for construction projects that create or retain traded-sector jobs. The grants are limited to \$500,000 or 85% of the project cost, whichever is less, and are based on up to \$5,000 per eligible job created or retained.	Must collect letters from employers stating expected job growth and document 100 new jobs within 5 years of receiving grant, based on a \$500,000 assumed grant. City must repay any grant funds that are not offset by job creation and retention.
<b>Federal Agencies</b>		
U.S. Department of Commerce Economic Development Administration (EDA)	Federal grants provided through EDA generally fund up to 50% of project costs. The grantee must provide the matching funds and meet economic distress criteria including unemployment rates above the national average and have a demonstrated special need for the grant.	This represents an opportunity to leverage federal grant dollars for the Fiber Project. The City would still need to commit the 50% matching funds for the project. The City currently does not meet the eligibility criteria for economic distress, but we may be able to show we have special needs that make the City eligible.
<b>Private Funds</b>		
Internal building infrastructure	Require building owners to fund connections inside building.	The internal wiring could be owned by the building owner or by the public network, and the ownership will determine funding source. Staff have not yet fully assessed advantages and disadvantages of different ownership models.
Required payment to connect to network	Require building owners contribute funds to connect to the network.	This will reduce the overall cost to the City, but it may limit participation in the network, so the network will not be ubiquitous in the service area. The limited coverage would reduce the overall success of project.
Optional payment to move to the front of the line	Create an option where a property owner can be connected to the network earlier if the property owner pays for the connection.	This will create an incentive for building owners to contribute funds to the construction project, but not require a financial contribution. The network will eventually achieve full coverage.
Voluntary contributions	Ask building owners to contribute to project as they wish.	It is unlikely that property owners would voluntarily contribute funds to a public infrastructure project if there is no clear incentive for them to do so.

**ATTACHMENT B****Park Blocks Improvements**

The Park Blocks are a living legacy of the forethought and civic spirit of the earliest founders of Eugene. On a direct path to the Willamette River from downtown, the design, appearance and function of the Park Blocks are a critical component of Eugene's identity and economic health, the long term location for two beloved organizations, the Saturday Market and the Lane County Farmers' Market, and a key part of the Willamette to Willamette initiative. The Park Blocks have the potential to support the emerging downtown neighborhood and to provide an inviting urban open space in the core of the city for the entire community. Improving these spaces and increasing the opportunities for increased desired activities downtown requires a focused, strategic investment in the amenities, character, and public identity of the Park Blocks, as well as the other key public open spaces downtown. This attachment provides general background, description of the potential city actions, and information on the funding options to reinforce the Park Blocks as our historic town square for the present and the future.

**GENERAL BACKGROUND**

The Park Blocks are the historic center and most identifiable public space in downtown. Originally delineated as a large square in 1854, the site has undergone significant changes with new designs and structures through the last 152 years. Today, the two south Park Blocks are owned by the City of Eugene and are a park and open space for general public use. While they are used daily, they are best known for the Saturday Market, now in its 40th year, and the Farmers' Market, now 100 years old, which fill the space with significant activity at least weekly for more than half of the year. When the space is not actively programmed, longstanding issues with use, infrastructure, safety, design, and context prevent the Park Blocks from being an inviting civic showcase. Without intensively programmed events such as the markets, even in the best weather, they are a space that is underutilized by the community.



The two north blocks are owned by Lane County; the east block is occupied in part by the Public Service Building and the Free Speech Plaza, dedicated in 2005. The plaza design has low walls that enclose the space resulting in less visual or physical access to the other three quadrants. On the northwest block, the space in front and to the sides of the Butterfly Parking Lot have been used for the Lane County Farmers' Market, but do not provide adequate space for the farmers or circulation space for visitors.

Redesigning the Park Blocks for a more functional and inviting space as well as recreating the original four quadrants has been a part of the community's conversation for many years. The Eugene Downtown Plan, adopted in 2004, supports the careful design of parks and plazas downtown, including the consideration of the four corners that were historically part of the original Park Blocks, as well as the following implementation strategies and projects:

- Prepare an open space plan for downtown that includes the Park Blocks, parks adjacent to downtown and the riverfront path system.
- Reinforce the continued use of the Park Blocks for the Saturday Market and Farmers' Market.
- Work with Lane County to develop a mixed use or civic structure in place of the Butterfly Parking Lot on Oak Street between 7th and 8th Avenues, to better integrate this site with the Park Blocks.

In 2004, shortly after the Downtown Plan was adopted, the Mayor's Civic Visioning Committee released their report and recommendation including a redesign of the Park Blocks, with the northwest quadrant added and the south Park Blocks upgraded. In 2006, the Park Blocks Master Plan was completed, which reinforced the goal of reclaiming the northwest quadrant and proposed significant upgrades to Park Street, which borders the Park Blocks, and changes to the south Park Blocks as well as.

Now that downtown revitalization efforts have resulted in renewed confidence, investment and activity, the community conversation about the design and use of public open spaces highlights the importance of creating and maintaining successful downtown public spaces. The Park Blocks are a critical component of this conversation and demonstrate the continuing need for a downtown environment that is inclusive, welcoming, and active, as part of the city's heritage and of our legacy.

#### SPECIFIC CITY ACTIONS

##### *Programming & Management*

This approach would focus on maintenance, management, and programming with some upfront investment in signage, security, and furniture. Initial capital costs and a consultant to develop a Park Blocks specific management plan could be approximately \$100,000 to \$200,000. Ongoing expenses could include additional staff time for custodial work, security, and event coordination, and increased budgets for necessary materials. The cost estimate for ongoing expenses could be approximately \$100,000 per year.

##### *Infrastructure Related*

**Community Engagement:** This approach begins with asking the community about their aspirations and vision for our town square, as well as a needs assessment in our growing downtown neighborhood. Based on the results of that work, it could likely require a placemaking plan (focusing on uses, amenities, activities and pathways) and a management plan (focusing on operations) to illustrate and implement the community vision. The geographic area could be limited to the Park Blocks or have a broader approach as "Park Blocks Plus," which could include other key downtown open spaces: Hult Plaza, Broadway Plaza, the plaza at the new City Hall, the new riverfront park, and the pedestrian path system in between these places. The cost estimate for this range of community engagement and plans is approximately \$75,000 to \$350,000 depending on the scope.

**Implementation:** Implementation would be based on the community engagement results. Because council has asked for funding mechanisms, staff considered possible implementation scenarios based on the range of council discussion on January 11 to provide an order of magnitude to analyze the funding mechanisms. Under any scenario, \$500,000 of Downtown Urban Renewal funds is already available for improvements that benefit the Farmers' Market.

- Spruce Up – This approach could include careful additions or upgrades to lighting, landscaping, signage, benches, paving, and the addition of restrooms for the southern Park Blocks. The cost estimate could be approximately \$1 to \$2 million. This does not include

the ongoing cost for maintenance of these improvements. Spending the \$500,000 available for Farmers' Market related improvements would be additional.

- **Blank Slate** – This approach could include implementation of the 2006 Master Plan for the Park Blocks, which focused on changes to all surrounding streets and reincorporating the southern half of the Butterfly Parking Lot; removing barriers on the southeast and southwest Park Blocks, which was not part of the 2006 Master Plan; and building a permanent structure for the Farmers' Market. Implementation would be for the Park Blocks only (rather than for "Park Blocks Plus"). The cost estimate for this type of extensive implementation could be \$15 to \$25 million. This does not include the ongoing cost for maintenance of these improvements.
- **Park Blocks Plus** – This would be a broader approach to include improvements to other key downtown open spaces: Hult Plaza, Broadway Plaza, the plaza at the new City Hall, the new riverfront park. It could also include Willamette to Willamette initiative items such as making 8<sup>th</sup> Avenue two-way, enhancing the pedestrian path system in between these places, and installation of art and history items.



## Summary of Funding Options for Park Blocks Improvements

Funding Type	Description	Summary of Advantages/Disadvantages
<b>City of Eugene</b>		
General Obligation Bond	A debt instrument that allows the City to raise additional revenues for specific purposes by getting voter approval to raise property taxes to repay debt.	This is a familiar funding mechanism that could be coupled with other park projects. Would require voter approval of new taxes; requires significant lead time.
Local Option Property Tax Levy	Time-limited new revenue source.	This is another familiar funding mechanism that could be coupled with other parks needs. Requires voter approval. Falls under the Measure 5 tax rate cap.
General Fund	The General Fund is the largest fund used to account for discretionary expenditures and revenues. Public safety represents 55% of total General Fund spending, followed by culture and leisure, central business functions, and infrastructure and planning.	Fund is flexible and relies upon stable revenue sources, primarily property taxes. Use of General Funds is at the discretion of City Council. While the fund has stabilized post-recession, there are still insufficient resources to sustainably fund existing services, so this source is unlikely to be able provide funding for the Park Blocks Improvements.
Increased Transient Room Tax Rate	The Transient Room Tax (TRT) is a 4.5% tax charged on all overnight stays in the city, including hotels and motels, campgrounds, retreat centers, RV parks, bed and breakfasts, and vacation rentals. These tax dollars are collected under the authority of the City's Transient Room Tax Ordinance, to be used for the promotion and development of tourism and visitor programs for Eugene.	Current TRT dollars are fully programmed, so an increase in the rate would be required to add services. This tax is largely paid by visitors, rather than City residents. Any increase would have to comply with state law restrictions on spending. Higher lodging costs could impact other downtown revitalization goals. The State is considering an increase to TRT for the Track and Field World Championships. Historically, the City tries to move increases in concert with Springfield to maintain competitive balance.
Parks SDCs	Parks System Development Charges (SDCs) are collected on all new development in the City and used to fund park construction and rehabilitation required to support new development. Park SDC fees are set based upon an approved project list.	Paid by new development for park improvements. For eligibility, the project work needs to be listed on the approved SDC project list. Included in the current project list is land acquisition to expand the park blocks and development of a children's playground in the downtown. The project list would need to be amended to include additional projects, or projects could be included in the next project list, which is a step in the current park and recreation system plan update process.
Road Capital Fund	The Road Capital Fund is funded by state and federal grants for specific projects competitively awarded to the City.	If successful, awarded funds could be used for changes to streets that surround the Park Blocks.

Funding Type	Description	Summary of Advantages/Disadvantages
<b>Urban Renewal Agency</b>		
Existing Urban Renewal Funds	The only remaining capital project currently authorized in the Plan is for \$500,000 of improvements to the Park Blocks for the Farmers' Market.	The funds are ready and intended to benefit the Park Blocks and have been since 2010. The Farmers' Market maintains interest in creating a permanent, year-round home for the market in downtown, and is continuing to work with both the City and County to identify the key next steps toward that goal. The \$500,000 set-aside for improvements was determined prior to the land swap concept, and may need an increased investment.
Extend Existing Urban Renewal Plan and District	The Downtown Urban Renewal District currently receives a portion of property taxes collected by various taxing jurisdictions. Existing tax increment funding is expected to end in winter of 2016.	The current Downtown Urban Renewal plan would need to be amended by council to extend this funding source. A plan amendment requires significant public process and a lengthy timeline. There is risk that the plan amendment ordinance would not be supported by overlapping taxing districts or would be referred by voters. For larger funding efforts, this could provide significant funding without raising taxes.
Riverfront Urban Renewal Plan and District	The Riverfront Urban Renewal District currently receives a portion of property taxes collected by various taxing jurisdictions.	An urban renewal project must be located in the boundary of the district.
<b>State or Federal Sources</b>		
State or Federal Grants	Possible funding source for improvements, depending on what is part of implementation.	Grants can be uncertain in terms of timing and amount.
<b>Private Funds</b>		
Downtown Service District Adjustments	Fees paid by downtown property owners to provide special services within the district.	Existing program; property owners share in the cost. Would increase costs for downtown businesses, which could slow the downtown revitalization momentum. Could be perceived as unfair because a small population would be paying for improvements to be used by the entire community.
Private Donations	Community members contribute to a capital campaign to fund particular features in the improvement project.	Could build community enthusiasm for the project. Would take significant effort to develop the campaign; uncertainty about ability to raise the funds could delay project.



## Memorandum

**Date:** December 2, 2015

**To:** Jon Ruiz, City Manager

**From:** Sue Cutsogeorge, Finance Director

**Subject:** Downtown Urban Renewal District Inquiries

We have received inquiries from members of the community and the City's Budget Committee about the status of the Downtown Urban Renewal District. Based on conversations with City Attorney Glenn Klein, we provided the following responses to their questions:

### **When does the Downtown Urban Renewal District terminate?**

According to the 2010 Urban Renewal Plan for the Downtown Urban Renewal District (the Plan): "Upon the repayment or defeasance of debt related to the urban renewal projects specifically identified in the Plan, as amended by the 2010 Amendment, the Downtown Urban Renewal District will be terminated, any unused tax increment funds will be returned to Lane County for redistribution to overlapping taxing districts, and other assets and liabilities transferred to the City of Eugene."

This means that the termination date for the district depends on future tax revenues. We currently expect to have sufficient revenues to repay the debt by December of 2016.

### **Can the termination date be extended?**

On a technical basis, the termination date can be extended. Per section 1200 of the Plan, all changes or amendments to the Downtown Urban Renewal District Plan would be completed through the substantial amendment process (ORS 457.085(2)(i)). However, as is also stated in that section, "it is the intent of this Plan that ... there be no amendments, substantial or otherwise." Section 1200 also contains the following: "The purpose of the 2010 Amendment is to limit any new project activities to the Projects, and once those Projects are completed and the debt is repaid or defeased, to require that the Agency will notify the assessor to cease dividing taxes for the District." Additionally, section 100 states: "Except for these three projects, the Agency will not initiate additional projects to be funded with tax increment dollars after the date of this 2010 Amendment."

**When would a Plan amendment have to be in place to retain the current level of tax increment revenues?**

In order to account for the possible referral of a proposed amendment, we estimate that any amendment to the current Plan would need to be approved by the City Council by May of 2016. This would allow for the 30 day referral period and if referred, the necessary amount of time for the amendment to be placed on the November ballot.

**What would need to happen before the City Council can consider a Plan amendment?**

Several steps are required before an amendment can be considered by the City Council:

- The Urban Renewal Agency Board gives the Agency Director direction to prepare a plan.
- The Agency Director prepares a plan and a report (which includes blight findings).
- The Urban Renewal Agency Board forwards the plan to the City Council.
- Affected taxing districts are noticed and concurrence is requested from overlapping taxing jurisdictions.
- A notice is sent to all households and property owners.
- The Planning Commission meets and provides recommendations on the plan.
- The City Council holds a public hearing on the plan.

**What happens to current Plan activities if the Downtown District terminates?**

***The Downtown Revitalization Loan Program (DRLP)*** – This loan program, which uses non-tax increment funds, is currently operated through the Downtown Urban Renewal District. If the Downtown District is terminated, the loan program could be administered by the City along with other City development loan programs. DRLP administration is currently funded with tax increment dollars, so a new funding source would need to be identified to continue the program.

***Projects – Farmers’ Market Improvements*** – Within the Plan, the Agency Board approved expenditure of funds on infrastructure improvements to the Park Blocks in order to make that location more attractive and functional for the Farmers’ Market. Specifically, the Plan calls for spending up to \$500,000. The funds could be used for street improvements along 8<sup>th</sup> such as narrowing the street or curb extensions; electrical upgrades, landscape changes; right-of-way improvements for compatibility with neighboring businesses; bike parking; and improvements to the East Park Block. These funds have not been spent. The Farmers’ Market is interested and committed to creating a permanent, year-round home for the market in downtown, and is continuing to work with both the City and County to identify the key next steps toward that goal. If the District terminates, the \$500,000 would continue to be set aside for this purpose.

***Staff support of downtown*** – The Downtown District funds staff support for downtown: program administration including project management, financial services, DRLP administration, debt issuance, legal services; reporting (budgets, financials); and assistance to businesses interested in locating downtown. Many of the activities are provided through an intergovernmental contract between the City and the Agency. If the Downtown District were terminated, some of these activities would no longer be needed, such as reporting on District financial activity. There are, however, some activities that would still occur to support downtown goals, and, an alternative source of funds for these activities would be need to be identified or the activities would cease.

***Budget impacts*** – The Downtown District is expected to receive about \$2 million of tax increment funds in the current fiscal year. If the District were terminated, approximately \$1 million of that amount would be returned to the City’s General Fund as ongoing property tax revenue. Some of that revenue might be used to continue to provide some of the downtown development services funded with tax increment dollars, such as the DRLP administration. In addition, to the extent that there was a desire to contribute dollars to assist with a downtown development project, the newly-created General Fund property tax dollars would be a potential funding source.

# DOWNTOWN IMPROVEMENTS: FUNDING OPTIONS



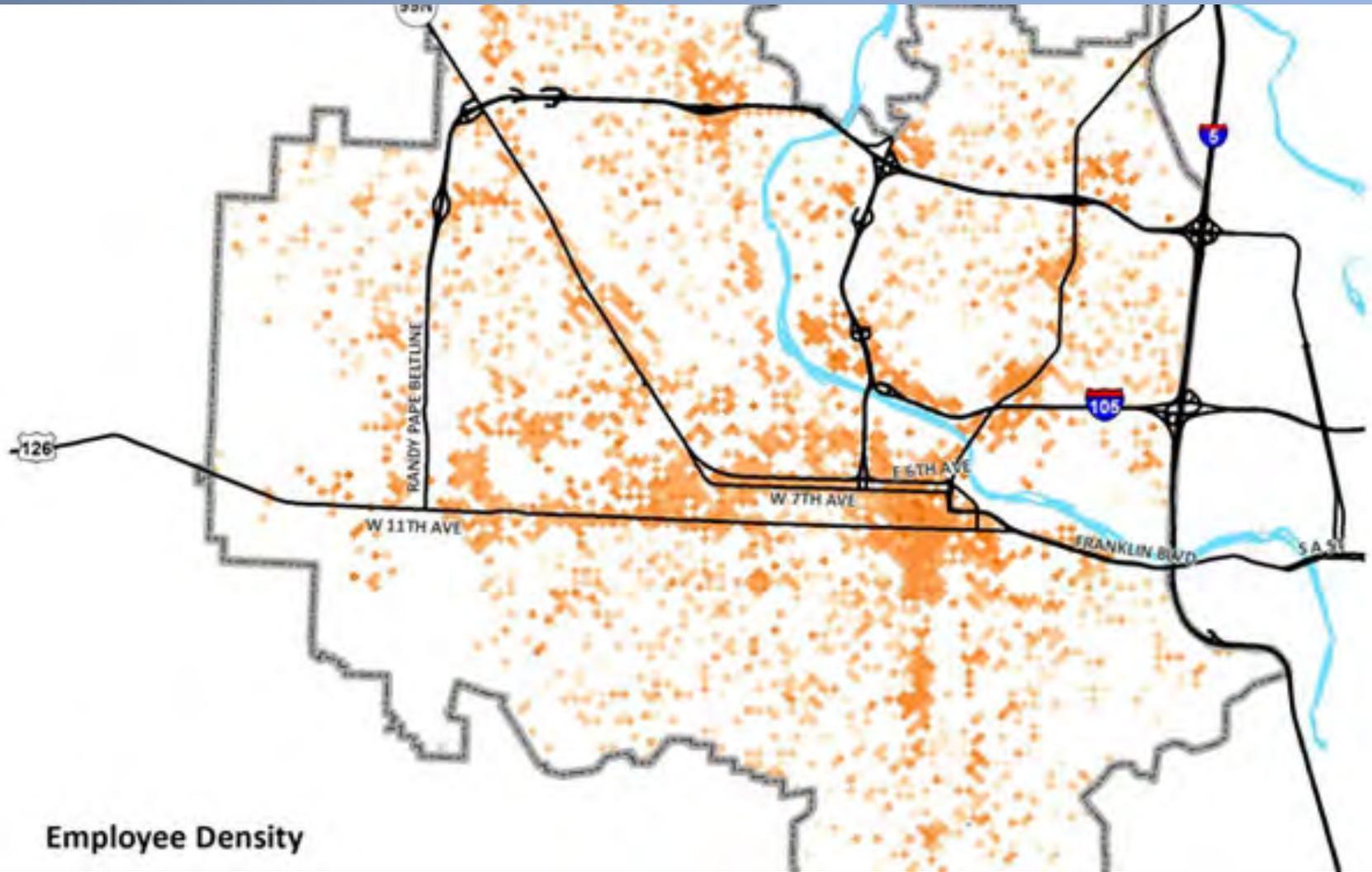
City Council January 20, 2016

# TODAY

- Background Project Information
  - Follow-up Fiber Information
  - Example Park Blocks Scenarios
- Funding Options
- Questions

-20-

# EMPLOYMENT DENSITY



-21-











# Park Blocks Improvement Options



Programming  
and  
Management



Community Engagement



Spruce Up



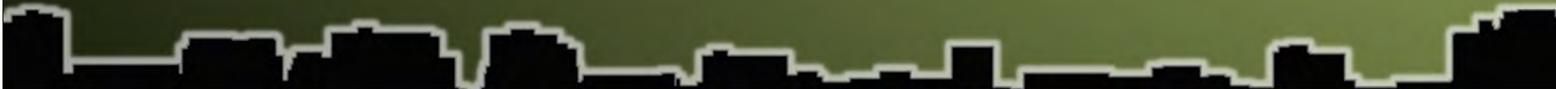
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Park Blocks Plus



Other





# Programming & Management

Improves the Park Blocks through use

Minimizes capital costs

Depends on ongoing costs



# Programming & Management

Improves the Park Blocks through use

Minimizes capital costs

Depends on ongoing costs

*\$100,000-200,000 capital*

*\$100,000 annual*



# Community Engagement

*What do you want in your  
Town Square?*

Reach out to the entire community

Assess needs of the  
Downtown Neighborhood



# Community Engagement

*What do you want in your  
Town Square?*

Reach out to the entire community

Assess needs of the  
Downtown Neighborhood

\$75,000-350,000





# Spruce Up

Targeted investment to address easily solved problems

Does not include Butterfly Lot



# Spruce Up

Targeted investment to address easily solved problems

Does not include Butterfly Lot

*\$1-2 million*



# Blank Slate

Comprehensive renovation

Reclaims Butterfly Lot

Includes permanent Farmers' Market

Integrates street design

Accessible

Kid feature



# Blank Slate

Comprehensive renovation

Reclaims Butterfly Lot

Includes permanent Farmers' Market

Integrates street design

Accessible

Kid feature

*\$15-25 million*



# Park Blocks Plus

System: downtown open space

Contextual

Complementary

Spaces and pathways



# Park Blocks Plus

System: downtown open space

Contextual

Complementary

Spaces and pathways

*Cost depends on scope*



Other

Types of use

Scale of improvements

Geographic scope

Approach to conservation

Cost



Other

Types of use

Scale of improvements

Geographic scope

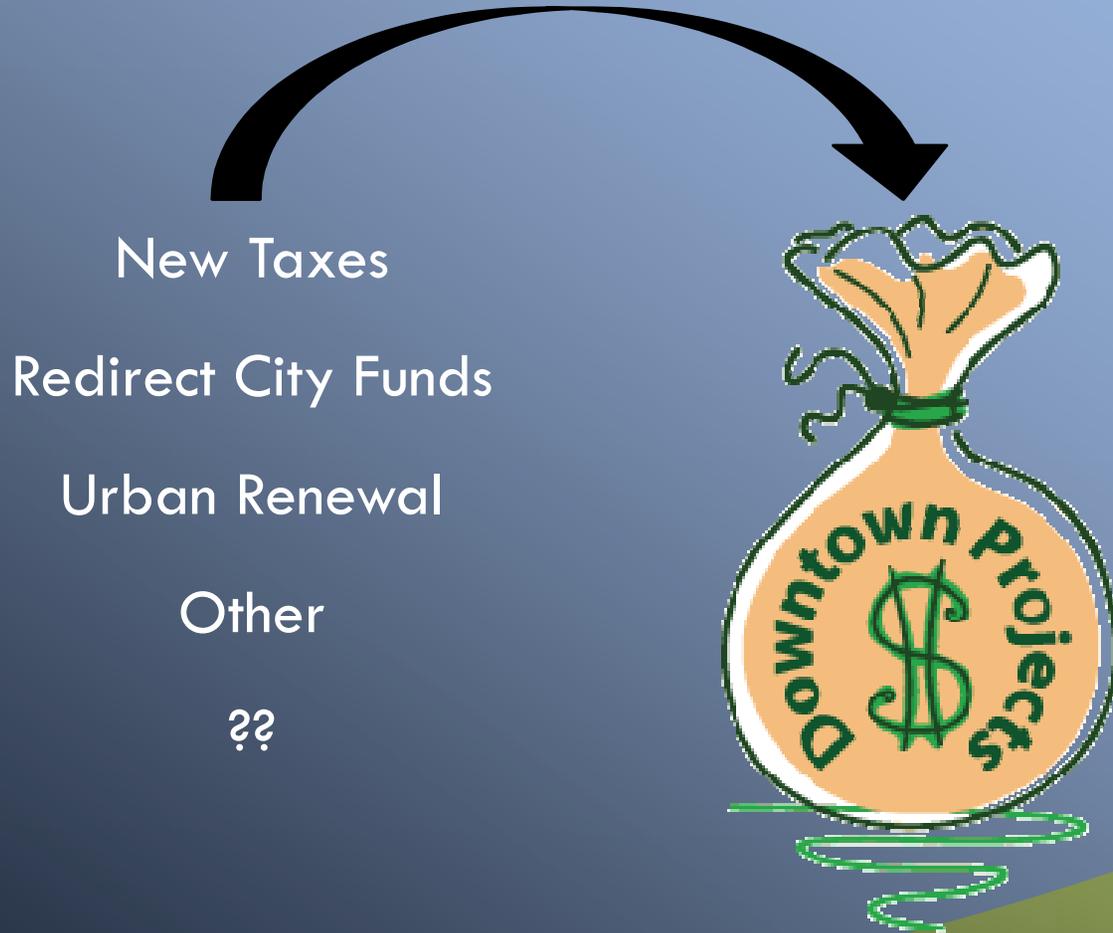
Approach to conservation

Cost

*Cost depends on scope*



# FUNDING OPTIONS – A STARTING POINT



40-

# 1. GENERAL OBLIGATION BOND

## What

- Voter approved
- Repaid with property taxes

## –PRO

- New revenue source
- Community familiarity

## –CON

- Unknown outcome; potential delays
- Other priority needs
- Increased tax

## 2. LOCAL OPTION LEVIES

### What

- Voter approved
- Operations or capital
- 5 to 10 year period

### PRO

- New revenue source
- Community familiarity

### CON

- Not ideal for long-term or capital expenses
- Unknown outcome; Potential delays
- Other priority needs
- Increased tax

# 3. GENERAL FUND

## What

- General city revenue
- Applicable for ALL kinds of projects

## PRO

- No increase in taxes

## CON

- Insufficient funds available for new items

## 4. TELECOM REGISTRATION/LICENSING FUND

### What

- Fees and taxes from service providers
- Policies, programs and projects

### PRO

- Existing program

### CON

- Other priority needs

# 5. PARKS SDCS

## What

- Fees from new development
- Park construction and rehab based on approved project list

## PRO

- Park Blocks expansion and children's playground on project list

## CON

- No funds available based on priority ranking
- Other park improvements would need to be added to the SDC project list

## 6. INCREASE TRANSIENT ROOM TAX

### What

- Fees from overnight stays in the city
- Promotion & development of tourism/visitor programs

### PRO

- Existing program

### CON

- Coordinated with Springfield for competitive balance
- Adds lodging costs impact other downtown goals
- State considering doing this already for 2021

# 7. DOWNTOWN URBAN RENEWAL

## What

- Capital for Park Blocks improvements to benefit Farmers' Market

## PRO

- No increase in taxes
- Funds available

## CON

- Limited funds for permanent home solution

## 8. EXTEND DOWNTOWN DISTRICT

### What

- Capital & program administration
- Core area of downtown

### PRO

- No increase in taxes

### CON

- Requires plan amendment
- Only for projects within the boundary
- Continues redistribution of taxes

# 9. RIVERFRONT URBAN RENEWAL

## What

- Capital & program administration
- Riverfront area

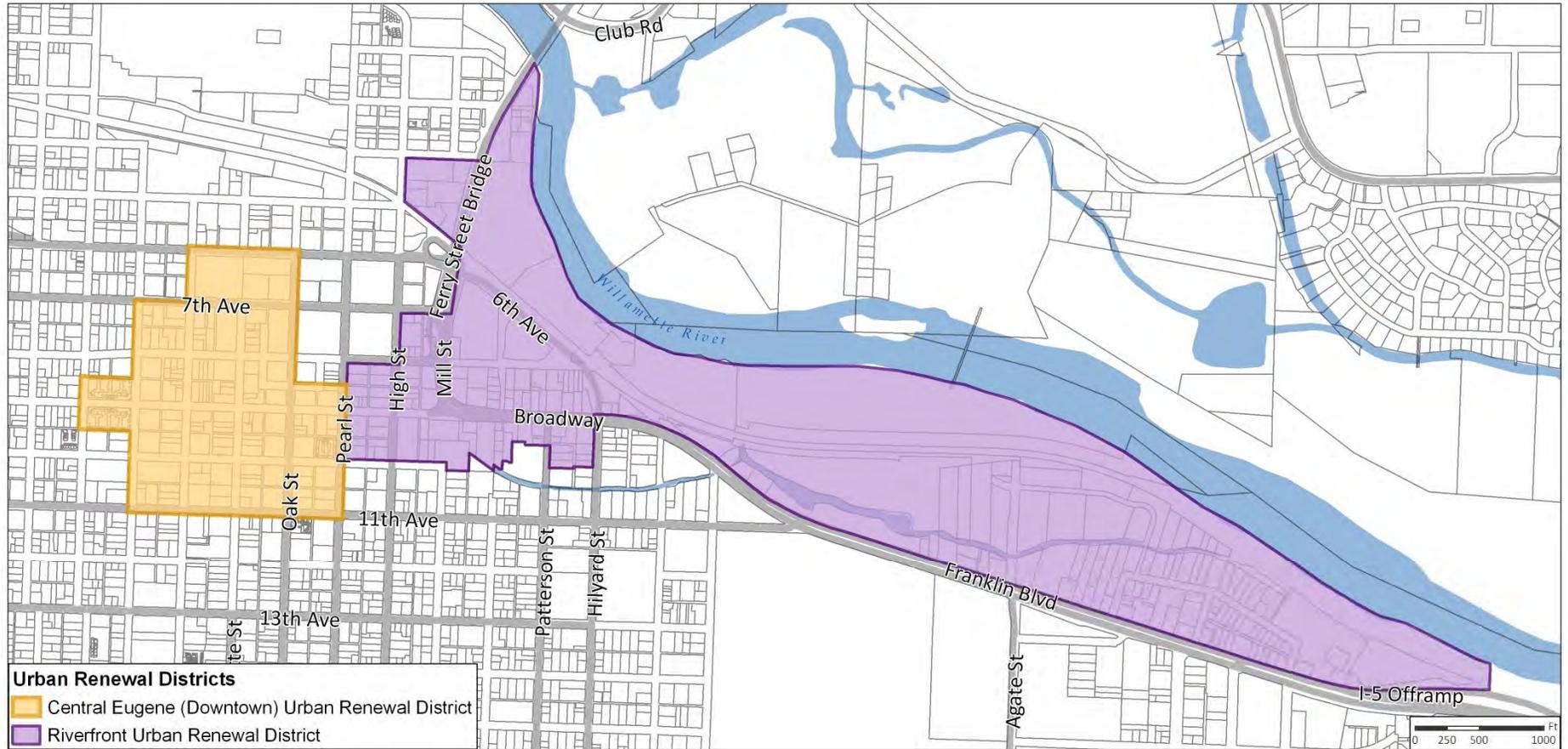
## PRO

- No increase in taxes

## CON

- Only for projects within the boundary
- Other priority needs (EWEB redevelopment)
- Continues redistribution of taxes

# URBAN RENEWAL DISTRICTS



Caution: This map is based on imprecise source data, subject to change, and for general reference only.

City of Eugene  
Planning and Development Department  
Community Development Division  
March 8, 2010



-50-



# 10. GRANTS & DONATIONS

## What

- Federal, state, private grants
- Donations

## PRO

- Non-City funds

## CON

- Unknown outcome
- Limited eligible uses

# 11. ADJUST DOWNTOWN SERVICE DISTRICT

## What

- Fees from property owners

## PRO

- Existing program

## CON

- Adds costs passed on to tenants as higher rent

# 12. PRIVATE FUNDS

## What

- Contributions from property owners
- Required, optional, or voluntary payment

## PRO

- Non-City funds

## CON

- Adds costs for property owners and tenants

	High-Speed Fiber	Park Block Improvements
<b>City</b>		
GO Bond	X	X
Local Option Levy <i>(operating or capital)</i>	X	X
General Fund	X	X
Telecom Registration/Licensing Fund	X	
Parks SDCs		X
Increased Transient Room Tax		X
<b>Urban Renewal Agency</b>		
Existing Downtown Urban Renewal <i>(Farmers' Mkt only)</i>		X
Extend Downtown Urban Renewal	X	X
Riverfront Urban Renewal	X	"park blocks plus"
<b>Other</b>		
Grants & Donations <i>(e.g. Road Capital Fund; Fiber grant)</i>	X	X
Adjustments to Downtown Service District		X
Private Funds	X	
New Ideas from Work Session		

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY




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### Work Session: Downtown Solutions Forum Update

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Meeting Date: January 20, 2016  
 Department: PDD, LRCS, EPD, CS  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item: B  
 Staff Contact: Sarah Medary  
 Contact Telephone Number: 541-682-8817

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#### **ISSUE STATEMENT**

The Downtown Solutions Forum, initiated by a City Council sub-committee, was held on December 2, 2015. Over 150 participants worked in small groups to discuss their vision for downtown shared spaces and to identify the top actions they believe could help improve those areas. This work session will provide a review of the input collected at the event.

#### **BACKGROUND**

Eugene's downtown serves as a cultural, economic and civic center for the community. The City, public and private partners, and the community have all invested considerable time and resources into Eugene's downtown revitalization, which has resulted in significant changes including new businesses locating downtown, new downtown housing options and residents, more programmed activities, and the development and redevelopment of a number of key properties. All of these efforts, have brought increased activity and more people downtown. While this is certainly one of the desired effects of collective efforts to invigorate downtown, it has also added some pressure to downtown's shared public spaces and has highlighted some community concerns regarding their function, design, and use.

In the fall of 2015, Mayor Kitty Piercy initiated a community conversation on the use of downtown spaces and asked for community ideas that could help improve shared, public spaces. Shortly after, a council sub-committee which included Councilor Claire Syrett and Councilor Chris Pryor, was formed to help direct the effort to collect community input and determine potential next steps. One method of collecting community input was the Downtown Solutions Forum. Based on conversations with the sub-committee, the following goals were outlined for the event:

1. Strive to hold an event that sets a positive tone and welcomes participation by everyone.
2. Identify a shared vision for downtown spaces as well as a shared understanding of the challenges and opportunities associated with achieving the vision.
3. Build a common awareness about legal responsibilities, key partners and stakeholders.
4. Identify some (three to five) of the top actions that could help improve shared spaces in downtown.

The Forum was held on Wednesday, December 2, 2015, from 6:30 to 8:30 p.m., at the Lane Community College Downtown Campus. Over 150 participants attended the event and were randomly assigned to tables for facilitated, small group discussions. The number of participants was higher than the room's capacity so additional small groups were accommodated in overflow space across the street in the Atrium Building. There were a total of 20 small groups of eight to 10 participants, each facilitated by a City staff member.

Assistant City Manager Sarah Medary and Mayor Piercy opened the meeting. Senior Planner Nan Laurence gave a brief presentation on recent changes in Eugene's downtown, future opportunities for downtown public spaces and the legal parameters for the public use of shared spaces. Facilitators worked with their groups to discuss participants' vision for downtown and to identify actions that would improve how space is shared downtown. Action items were noted by the facilitator, prioritized by the group, and reported back to the larger group at the end of the event. Councilor Syrett closed the event.

For those that could not attend the event, an online survey was available via the City's website at [www.eugene-or.gov/downtownsolutions](http://www.eugene-or.gov/downtownsolutions) to collect their input.

### *Results*

The full list of action items identified by the tables was transcribed (Attachment A). Twenty-two responses were collected via the online survey (also included in Attachment A).

The priority action items identified by the small groups at the event were reviewed and grouped into seven general categories with some sub-groups (Attachment B).

- Big Ideas/Picture
- Health
  - Restrooms
  - Sanitation
  - Smoke/Tobacco-Free
- Parks, Plazas and Facilities
  - Community Facility
  - Farmers' Market
  - Kesey Square
- Programming
- Public Safety & Behavior
  - Public Safety
  - Rules/Expectations
- Services
  - Alternatives to Panhandling
  - Mental Health Services
  - Outreach workers
  - Shelter/Day Center
- Welcoming Amenities & Fun
  - Amenities
  - Lighting

- Seating

These results were shared with participants who signed up for the interested parties list at the event and posted on the Downtown Solutions website.

The council sub-committee plans to continue meeting to review ideas generated from the forum as well as through other methods. The committee intends to examine how some of these ideas might align with current efforts or policy initiatives, if some require new or different community partnerships, and if there are some that may be piloted relatively soon to determine their effectiveness.

## **RELATED CITY POLICIES**

### *City Council Goals*

Safe Community - A community where all people are safe, valued and welcome.

- Greater sense of safety (especially downtown)

Sustainable Development - A community that meets its present environmental, economic and social needs without compromising the ability of future generations to meet their own needs.

- Increased downtown development

Accessible and Thriving Culture and Recreation - A community where arts and outdoors are integral to our social and economic well-being and are available to all.

- Preserve strength in arts and outdoors

Effective, Accountable Municipal Government - A government that works openly, collaboratively, and fairly with the community to achieve measurable and positive outcomes and provide effective, efficient services.

- Public engagement that involves the community broadly

### *Envision Eugene Pillars*

Pillar: Provide Ample Economic Opportunities for all Community Members

- Integrate new development and redevelopment in the downtown, on key transit corridors and in core commercial areas.

Pillar: Promote Compact Urban Development and Efficient Transportation Options

- Facilitate the transformation of downtown, key transit corridors and core commercial areas as mixed-use neighborhoods that foster active, walkable, community living by providing a mix of residential, commercial, retail, and public uses in proximity to one another.

### *Regional Prosperity Economic Development Plan*

Strategy 5: Identify as a Place to Thrive, Priority Next Step - Urban Vitality

As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region, recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and

redevelopment.

**COUNCIL OPTIONS**

This is an informational work session.

**CITY MANAGER'S RECOMMENDATION**

This is an informational work session.

**SUGGESTED MOTION**

This is an informational work session.

**ATTACHMENTS**

- A. Notes from Downtown Solutions Forum Tables and Online Survey Results
- B. Downtown Solutions Forum Identified Priorities by Category

**FOR MORE INFORMATION**

Staff Contact: Sarah Medary  
Telephone: 541-682-8817  
Staff E-Mail: [sarah.j.medary@ci.eugene.or.us](mailto:sarah.j.medary@ci.eugene.or.us)

## Downtown Solutions Forum – Table Notes

The flip chart notes from each small group discussion were transcribed and the votes for ideas were also recorded. The items that were identified as priorities by the small group are listed in bold. Some notes included the table number but most did not (letters for each set of notes were added during transcription for tracking purposes).

Table # Atrium (A)	Votes
<b>More art installations that even go into after-business hours to draw people; interactive, family-oriented, activity events <u>inclusive</u> of travelers</b>	*
<b>Engaging private sector/corporate sponsors for downtown projects (i.e., art, refurbishing, donation parking meters); more aggressive private/public partnerships to address downtown issues and larger issues of homelessness</b>	*
<b>Park Blocks/Kesey Square – park rules, more regulations</b>	*
Identify obstacles to comfort, order, safety, bad experience, perception	
Lighting	
Helping the homeless, working on bigger issue by expanding social services	
Resources – mental health	
More people – draw more people, housing, density, light – creates greater feeling of safety and vibrancy (24-hr stores?)	
Zoned spaces for street vendors where they don't need a permit; performance, etc.	

Table # 12 (B)	Votes
<b>Social Service Center downtown (1-stop shop for all needs)</b>	4
<b>-sign up for volunteers</b>	
<b>-job opportunities</b>	
<b>Downtown Community Center – Rec programming, including outdoor space</b>	4
<b>Year-round Farmers Market</b>	3
Youth Center	2
Park Blocks: park rangers	2
-covered seating configured	
-restrooms, port-a-potty	
More Parking – reconfigure street parking	1
Programmed Events	1
Traffic calming – euro examples	1
Wider sidewalks	1
Seating	1
Two-Way Streets, no one-way streets	1
Fabric canopy at Kesey	1
Multi-use building at Kesey	1
Line item in budget for homeless support	
Downtown shuttle	
Duck Downtown Friday before games – free LTD	
Eugene Celebration re-invented	
More police presence	
Covered bike parking	

## Downtown Solutions Forum – Table Notes

Table # (if available) (C)	Votes
<b>Bathrooms</b>	4
<b>Seating with cover</b>	4
<b>Plants, horticulture education (with facts/signs)</b>	3
Public areas, not private	2
Empathy	2
Trash cans	1
Mutual respect ad campaign – common courtesy	1
Friendly, funny signs	1
Educate!	1
Seating	
Water fountains	
Signs that welcome, tell you what you can do	
Giving travelers a place to go	
More friendliness	

Table # 17 (D)	Votes
<b>Make it safer – provide more places for the unhoused to stay</b>	7
<b>Enhance pedestrian safety/bike safety</b>	5
<b>Kesey Square – schedule of activities/keep it an active space – more of same good things (fashion show, slug queen, music); businesses to draw people when not programmed</b>	3
“Outreach Program,” “Yes, and” to encourage people to <u>talk to other people</u> downtown	2
Rooftop gardens with access...urban Public park on rooftops – accessible to public	2
Buskers – licenses/locations – encourages interaction and is an opportunity for buskers	1
Information kiosk	1
Light up the park blocks at night	1
Make sure Kesey Square is designed to draw people INTO it...not just for a scheduled event...businesses that open into it	1
Public greenspace must be a part of new developments	
Public bathrooms! (tourism)	
More food carts	

Table # (if available) (E)	Votes
<b>Homeless day center/shelters</b>	5
<b>More public safety officers downtown</b>	5
<b>Restrooms</b>	3
<b>Volunteer group to organize use of Kesey Square</b>	3
<b>More rules for behavior</b>	3
Use Kesey Square for economic development	2
More moms and kids	1
Cover over Kesey Square	1
More affordable housing	1
More schedule events, i.e. Shakespeare	

## Downtown Solutions Forum – Table Notes

Facilities such as W/J Skate Park	
Buskers	
Shopping for basic needs	
Safe parking, especially at night	
Single room dwellings	
Ask homeless for solutions	
Storytelling to build understanding	
Covered area for Farmers Market	
Self-generated events to use public space	

Table # (if available) (F)	Votes
<b>A Public Shelter</b>	7
<b>Design (not engineer) public space</b>	4
<b>Develop EWEB property</b>	3
<b>Open storefronts to square</b>	3
Add hotel space and meeting space	2
Open alley ways to buildings	1
Deep cleaning sidewalks	1
Places to sit	1
Permanent Farmers Market	1
Stores	1
More improved cycling/pedestrian lanes	
Info Kiosks (bulletin boards)	
Dog clean up bag stations	
Downtown Community Center (seniors?)	
Training Red Hat to be more engaging	
More trash cans	
Public restrooms (Portland) and drinking fountains	
Increase regular events (free)	
Build up (mixed use residential)	

Table # (if available) (G)	Votes
<b>Trash and recycle bin lded &amp; info</b>	3
<b>Better lighting in alleys, continuity</b>	3
<b>Greenhouse</b>	2
<b>Bathrooms</b>	2
<b>Alternative to panhandling</b>	2
<b>Board for posting: real life fb, and post odd jobs</b>	
Open access to existing seats	1
Park Blocks – face buildings into park	1
Interactive sculpture	1
Integrate permaculture practices	1
Encourage performance artists	1
Bags for dogs	
More seating	
Dogs need licenses	
More bicycle racks	

## Downtown Solutions Forum – Table Notes

Wayfinding	
Create positive ways to engage	

Table # (if available) (H)	Votes
<b>Covered/permanent Saturday or Farmers Market</b>	6
<b>Public restrooms</b>	4
<b>Mental Health services</b> <b>Addiction treatment</b>	3
<b>More/priority on law enforcement</b>	3
Nicer existing open spaces, encouraging connection/interaction	2
Tables/sitting area	1
Indoor/outdoor spaces	1
Keep Kesey as a public/open space -music, free and live -Wi-Fi	1
Focus on Willamette and Broadway -vibrant and alive	1
Fun programming	1
Cool lamp lights (lava lights) on 8 <sup>th</sup> Ave too	1
Think on streets themselves -trees, pavement, aesthetics	1
Moveable seats/seating	1
Festivals -beer -food -dance	1
Housing	
Invest in one <u>bigger</u> space	
River development and connection	
Trolleys	
Smoke-free outdoor spaces	

Table # (if available) (I)	Votes
<b>Public Restrooms</b>	4
<b>Cash donation meters</b>	4
<b>Commerce around public spaces (farmers markets)</b>	3
<b>Events regularly occurring at Kesey Square</b>	3
<b>Benches and tables (can't have too many)</b>	3
<b>Storage lockers for belongings</b>	3
Housing downtown (affordable) (owner occupied)	2
Permanent Market	1
Improve LTD services + decreased ticket costs Raise usage of LTD services to get downtown	1
Music downtown	
Service stations (showers, laundry, storage, etc.)	
Youth Center	

## Downtown Solutions Forum – Table Notes

\$White Bird to expand services (showers)	
Stage or gazebo for arts	
Make Alton Baker Park part of downtown	
Fundraising for projects	

Table # D 1 (J)	Votes
<b>Outreach workers in downtown</b>	6
<b>Committed Downtown CAHOOTS</b>	5
<b>City ordinances blessed by ACLU that address unconstitutional behaviors (negative) to share the space *clear expectations for behavior</b>	3
Rain Cover(s)	2
Hold people accountable and get people help	2
Seating options in public spaces	1
Same dog ban as in West University	1
Better sidewalk connectivity with public spaces and seating options	1
CAHOOTS training of residents to manage disruptive or challenging behaviors	1
Fire dancing in public spaces	1
Safe places for street kids	
Playground for grade school	
Increase in CAHOOTS and counseling opportunities	
Information Center with bike share	
McAyeals for additional public space to sit next to library and LTD	

Table # (if available) (K)	Votes
<b>Make downtown active – Focus on Diverse Programming catering to wide audience -downtown cheerleader</b>	4
<b>Endorsed center to Eat/Wi-Fi/bathroom</b>	4
<b>Create access to public restrooms and showers -e.g. bus</b>	4
<b>Making use of vacant buildings for homeless day-center/living</b>	4
<b>Use of rooftops</b>	4
Save Kesey Plaza from being sold	2
Make a safe space	2
No more privatization	1
Redesign of Kesey	1
Put in fountains and benches – shared seating – tables and chairs	1
Encourage groups/organizations to start/end their activity (non/ride) downtown	
Negotiations and creative solutions	
More closed streets	
Build Up -ownership and pride of shared spaces	
Free parking/modern meters	

## Downtown Solutions Forum – Table Notes

Table # (if available) (L)	Votes
<b>Energize the places that surround the public spaces – entrances, activities, windows, etc.</b>	6
<b>Homeless day drop-in center (not center of downtown but not too far</b>	3
<b>Commitment to a comprehensive vision for downtown public space including \$\$</b>	3
Wi-Fi	2
More diverse seating	2
Trash baskets	1
Benches	1
Restrooms (PL and Loo)	1
Public art projects (murals, sidewalk art)	1
Sheltered (covered) spaces	1
Attention to sidewalks as public spaces, benches, etc.	1
Create a “neighborhood space” that would be especially frequented by people who live downtown	1
Water fountains	
Well-publicized calendar of downtown events	
Friendly beat cops (not Redcaps)	
Information Kiosk	
25-cent outlets for charging	
Better lighting (better buildings in Park Blocks)	
In problem spaces put more reasons for other people to be there (Wi-Fi, etc.)	
Microbusiness incubator	
Permanent home for Farmers/Saturday Market	

Table # (if available) (M)	Votes
<b>Clear see-thru roof buildings – harbor from elements</b>	6
<b>Protecting spaces – existing</b>	3
<b>Smoke free public spaces</b>	3
<b>Seating for multi abilities for all</b>	3
<b>Kid and adult-friendly interactive installments</b>	3
Pop Up pocket park	2
-small spaces like parking spaces or between narrow spaces between buildings	
Community perception of area	1
-campaign to help people understand that all are welcome	
More ped friendly corridors – could also set up food carts, music, etc.	
Traffic calming	
Open aired market – multipurpose – not just commerce	
-expanded farmers market - covered	
More activity in some areas	
Play structure	
Musicians corner	
Street closure to allow for more open spaces	
A way to showcase artists, musicians, free access	
Mini arena	
Temporary road closure to create larger spaces to gather	

## Downtown Solutions Forum – Table Notes

Issue challenge to local artists to ask them how we could showcase art	
Foot piano	
Naughty Knitters	
Encourage media releases about downtown happenings	
Reader board of some kind to advertise happenings	
Non Profit to interact with unhoused at night	
Lots of color	
Well maintained grass and sidewalks	
Neighborhoods and businesses “adopt a block” = clean up and programming	
Share forum ideas to Downtown businesses to get support and \$\$	
Raise community awareness about how to contribute ideas and know about public process	
Report out – ideas shared tonight	

Table # (if available) (N)	Votes
<b>Kesey Square walls – open to businesses and other businesses open onto sidewalks</b>	4
<b>Provide more amenities for denser population downtown, considerations (restrooms)</b>	4
<b>Food carts in Park Blocks, W &amp; S Park Street</b>	3
Open space planning – analysis of what kinds of spaces we have/what’s missing	2
Park Blocks revision – get rid of steps, hiding places; bring shops back	2
Indoor/outdoor business development	2
Use for former LCC Building – a farmers market? Housing for homeless? Artisan center? (needs viable economic model to cover cost – public/private partnership)	2
Street furnishing installations	1
Make a “maze of paths” well-lit and safe (not just main routes)	1
Investing in Parks and Open spaces we already have (existing plan)	1
Humans of Eugene	1
Replant alleys, reclaim them	1
Improve connection between Park Blocks and Broadway/Willamette. Safe place for homeless to go – cohabit space – bathrooms downtown in garage	1
Downtown artist in residence – expresses themselves on street	1
Large covered farmers market	
Patience – willingness to keep working; economy is recovering, just try stuff out – how does it feel – whimsy	
Christmas Market	
How to develop spaces above 1-story buildings?	
Outdoor movies, theater Broadway and High	
River area more open, brighter (ex. Bend); connections to river	
Encourage street artists, musicians (requires vibrancy of people downtown)	
Look at economic opportunities for houseless people who want them, pair this with indoor/outdoor business	
Parks and Open Space bond used to acquire park property downtown	
Urban renewal	
“1% for Open Space” – similar to 1% for Art	
Close Broadway to traffic at key times – “Friday Night Streets” – join it to 1 <sup>st</sup>	

## Downtown Solutions Forum – Table Notes

Friday Artwalk	
Assessment of compatible uses	
Implement rule – 1 <sup>st</sup> floor retail	

Table # (if available) (O)	Votes
<b>Safe clean public restrooms – what works in other cities?</b>	4
<b>Positive chaperone</b> -Attention to restroom areas and surrounding areas – identified as a “helper”	3
<b>Community Hub – Resource center</b> -general information, referrals, space where you do not need to purchase something to be there	3
Re-imagine the park blocks more: functional accessible -all of public spaces	2
LCC Center into a Teen Center, potential <u>hybrid</u> center (art, music) with above	2
Farmers Market permanent home	2
Community ground rules	2
Communal activities that occur all the time, i.e. outdoor chess, interactive water fountain	1
Zocolo feel – includes music, food, place to gather at all times	1
Infrastructure for hosting events, ARTS, ARTS, ARTS	1
Look at what has been successful in other cities	1
Provide a reason for people to come to Kesey Square -benches, planters, tables	1
Multistoried tiered building open to street	1
Food carts on the perimeter of park blocks	
Funding for projects from % of revenue from larger events, “community contributions”	
In addition to HUB concept – create regional/neighborhood access to info/resources	
Convention Center – similar to HUB concept	
Public shelter – not necessarily downtown, but access is provided, i.e. transportation	
Kesey water fountain – interactive	
Dog poop station	

Table # (if available) (P)	Votes
<b>Re-design Kesey Square – more open/useable <u>public use</u>, welcoming program</b>	5
<b>Board of folks to help schedule with COE “spaces” = calendar</b>	4
<b>Free Wi-Fi service everywhere and charging stations everywhere</b>	4
Increase volunteering – include homeless to increase engagement in community - artists	3
Child friendly park amenities – water fountains	3
More seating - benches to eat lunch free	
Large tent with public activities – volunteers	

## Downtown Solutions Forum – Table Notes

Re-imagine Park Blocks “activate” part of W to W vision (like a Saturday Market ongoing)	
More diverse retail – all \$\$ ranges -times (evenings) - more parking – extend hours	

Table # (if available) (Q)	Votes
<b>Transform parking lots to housing and public spaces</b>	4
<b>Add play structures – family attraction</b>	3
<b>Create a car-free downtown</b>	2
<b>Create an iconic art/merry-go-round piece attraction</b>	2
<b>Connectivity welcome center for info/resources</b>	2
Restroom facilities	1
Plant more trees/green wall	1
Transform parking roofs to green	1
More public transportation / trolley system	1
Build a shelter option to sleeping on benches	1
More benches	
Pedestrian amenities	
Diversify public space/add variety of uses to attract different interest groups	
Create small performance areas (amphitheater/sharing area)	
Create inclusive purpose for coming outside of business – (gardening)	
Provide more education (personal/outreach) on options to housing, activities, issues (monthly events like tonight)	
Leverage businesses for opportunities	
Provide affordable housing	

Table # (if available) (R)	Votes
<i>this table's notes include a map with examples</i>	
<b>Place the railway underground (this was a City Club talk). The top would be a park, the noise would be abated, station house below.</b>	5
<b>Public areas such as sidewalks and densely populated – be smoke-free, tobacco-free</b> <b>-attraction/entertainment space that is versatile and multi-use</b>	3
<b>Open Kesey blank walls (create doors to those buildings) (activate)</b>	3
<b>Get rid of surface parking in favor of green open spaces / parks</b>	3
Keep Kesey Square open and public!	2
Provide glass/transparent translucent covering for some of the open spaces	2
Connect green spaces – river with bikeable/self-guided “narrative” tour	2
Continue to host public City events in open spaces	1
Lots more benches and seating	1
McAyels lot pocket park by Kiva	1
Potted trees (rotated as necessary) in back of Kesey Square	
Interactive features -sculpture -engaging activities	
Wider sidewalks, tables, chairs, buskers	

## Downtown Solutions Forum – Table Notes

Rental bikes with many stations	
Increasing width of sidewalks	
Enhance alley way safety and development as a thoroughfare	
Wayfinding – art/map/sign kiosk	
Well-lit open spaces - artistic	
Place food carts at sidewalk edge	

Table # (if available) (S)	Votes
<b>More Seating</b> - more public art along the streetscape - Denver example – upright pianos, monster sounds from grates - auditorium – Montreal example - Public art as wayfinding - connect vibrant areas to each other <b>Outdoor lighting (like Xmas lights or ferry lights) in downtown pedestrian alleys</b>	6
<b>Put something positive for downtown youth and/or arts uses in old LCC building</b>	6
<b>Example of Directors Park in Portland</b> -programmed, covered space and staffed, lots of seating	5
More places to sit - pocket parks, parklets - seating related to restaurants, specific businesses and property owners	4
More partnerships like what Lane Arts Council has with City - more staffing to program public spaces - more evening events i.e. movies in park	2
Change traffic control at Broadway and Willamette – roundabout	1
Smoke free space downtown	1
School downtown or Boys and Girls Club - make downtown more attractive to families – more of a neighborhood	1
Make spaces for non-profits - more indoor public spaces	1
Replace butterfly garage with something positive - make park blocks whole	
Open up more businesses to Park Blocks	
Pedestrian connection from Park Blocks to Kesey Plaza	
Build apartments on top of buildings above Kesey Square plus roof over Kesey Square	
Breaking through walls of buildings adjacent to Kesey Square	
Incentivize healthy development – access to healthy foods	

Table # (if available) (T)	Votes
<b>Kesey Square</b> <b>1 Don't build</b> <b>2 Open the edges</b> <b>3 Rezone to public</b>	9

## Downtown Solutions Forum – Table Notes

<b>4 Favor public use</b>	
<b>5 Public performances</b>	
<b>Benches, small performance space, infrastructure to encourage use</b>	5
<b>Public/private collaborations to use underutilized parking lot</b>	4
Public housing	3
Watch “Social Life of Small Urban Spaces”	2
Activate alleys and back areas of buildings	1
Public events calendar/portal ( <u>interactive</u> )	
Fixed game boards (Pike Place example)	
Keeping sidewalks open to public use	
Remove curbs to create “wider” public space/sidewalks	
Worker self-directed enterprises (WSDE - Democracy at Work)	
More inclusive Saturday Market to vendors	
Murals	

## Downtown Solutions Forum - Online Survey Responses

An online survey was available at [www.eugene-or.gov/downtownsolutions](http://www.eugene-or.gov/downtownsolutions) from December 1, 2016 to January 12, 2016. The survey was modeled on the questions used during the Downtown Solutions Forum. There were a total of 22 responses to the survey.

### Why are downtown shared spaces important to you? (Open-Ended Response)

Shared spaces bring a diversity of people together to enjoy what is unique to the community. Downtown spaces should be representative of a local culture--not reflect the interests of out of town developers.

They provide a place for me to be downtown and NOT have to spend money to be on property.

we all have a vested interest in these shared spaces. We all want to use them, and we all have the right to use them.

I have lived in Eugene all my life and worked downtown for 20 years.

Why? I moved down from Portland. Pioneer Square is a FULL block of downtown people space. Incredibly successful. When your brain sees nothing but buildings for as far as the eye can see, you feel closed in. There needs to be a break. If Kesey Square becomes just another linear structure Broadway will become completely boring. Some business owners say, "Go to the park blocks." There is huge difference between park and square. In Portland it's not that the square is full of people, it's the break for a more comfortable experience. Space equals freedom of mind.

People shouldn't feel like they have to buy something in order to be downtown. It's nice to have a place to sit, read a book and not have to buy a cup of coffee.

I work downtown and I shop and visit downtown. I often bring my family into the shared spaces downtown as well. We have begun to use these areas less frequently due to behaviors that make my family feel threatened and unsafe.

I want to raise my children in a city where they can freely express themselves. A space where all citizens can just be, gather, and feel safe.

Wonderful spaces to meet other people. Not to be surrounded by boring concrete and able to see the sky.

They are available for community events like music, spoken word and more. Sat Mkt, etc and the Kesey Plaza offer us a chance to get together downtown.

Because it is a civil right to have public space. It's what makes a vibrant community. It's where culture, art and humanity happen

Downtown shared spaces make a city vibrant and are fun to go to. They provide a sense of community. They are places where all people can go and feel welcome.

Public displays of Art & Artists are essential to education of the masses

When I moved here to take a job at UO, I moved into a downtown apartment. I live here, I pay taxes here, and I do community service in my free time here. But lately I've felt my neighborhood is unsafe. I've been harassed and followed by indigent men, sometimes for a number of blocks,

## Downtown Solutions Forum - Online Survey Responses

because I won't engage with them or give them money. Police are nowhere to be found in such situations. I'd like to see a downtown that normal working people can enjoy.

You need space to unwind , Just shopping in stores and then getting on the bus is not my idea of a nice day . You need space for ourselves to .

A place for events and groups and special gatherings

The life of our community depends on our ability to eliminate the division that all too often separates us.

a great meeting space and place to rest while walking around shopping

I request that you take the LONG comment I made in my earlier survey and substitute the one I am putting in Item no. # 2 instead - thanks for doing that if possible! k. ging

Is is important NOT to create a new class system: travelers vs. business owners vs. tourists (really only travelers with more money), native Eugeneans and the rest of us who migrated here. This particular space Kesey Plaza (Square) was set aside by Eugene City Council several years after Ken died in honor of this epic icon that helped to transformed not only his generation but future ones. Creative expression was his hallmark - he was an artist and a writer and a visionary. He represents the hallmark of Eugene. After all, we are the great city for the arts, remember! Let us retain and grow that vibrant heritage. But do not put up another apartment building. Have you been to Hyde Park in London: I can tell you about it! When I was a \_traveler through Europe as a college and as a grad student, I visited that and other remarkable plazas.

It's important to have places both housed and houseless people can be in public. A common space for anyone to be.

### What is your vision or hope for our shared public spaces downtown? (Open-Ended Response)

See above. I would hope we can enhance what is already good downtown. The most progressive and innovative communities across the country develop public spaces that are attractive and restful -- for people of all ages. (Think San Antonio, Portland OR, Santa Monica, Burlington, VT). They blend what is older and treasured with new design.

Vibrant, collaborative art pieces, walkways that encourage interaction with place. Group activities and more of them-

we all have to share them and I would really love to see us, as a City, take pride in our spaces and collectively care for it.

Make them more vibrant and safe and more welcoming of all citizens

A vision? I haven't been here long enough to say. But I will drag out my heritage. Eugene Franklin Skinner was my great-great-grandfather; my mother being a direct line Skinner. It's of really no importance. He didn't donate the city land south of 8th St, Mr. Charnel Mulligan did. The only point I'm making is, a direct descendant of the founding Skinner family in his personal opinion wants a public square to remain. More business is not going to drive more customers to downtown. Thanks. Ken Darling/Facebook.

## Downtown Solutions Forum - Online Survey Responses

I don't want public spaces taken away for more unnecessary housing. These spaces are important in a community. We can't gain them back once they are sold. There should be more benches, trees and grass so people feel like it's ok to be there. Our public spaces are not very welcoming.

My hope is that I could enjoy my lunch at the downtown parks in the summer without hearing/seeing/smelling things that are not welcoming. I want to feel safe walking to my car after work or taking a walk during my lunch or on a break. I don't want to have my car broken into for a cellphone charger. I don't want to be asked for money the moment I step out of Starbucks with my breakfast.

Money allocated to improve shared public spaces downtown. To create a space where my children shouldn't be afraid to spend time at. (Right now they are with the amount of homeless youth who hang out at Kesey Square.) Other cities have found a way, why can't we?

Do not remove Kesey Square. Not being a resident of Eugene, it's that quirky little square that makes Eugene special.

So not sell Kesey Plaza. We need a town plaza and that is it. The Park Blocks are not on Willamette, the main drag of the city.

Permeable borders with multiple shops, free open seating and tables, 24 hour access, cleaned daily, Murals, Music stage, open-air food market every day.

That we don't sell them. The city needs to stop being apathetic and actually invest in our public spaces.

My vision is that our shared public spaces downtown are safe, inviting and offer a variety of things to do and enjoy like eat delicious food, see fine art and watch a movie.

To be registered as a national landmark

A place for families and people with jobs to enjoy good food and patronize local businesses. I'd like all the travelers to be relocated and local ordinances against panhandling and other common problems. I'd like music in the square and a zero-tolerance policy on illegal drugs.

Somewhere to sit and relax , To look at artwork and signs that wildlife is still present , That can just be some trees and flowers around . It dosnt have to be Central Park. But that would be nice also .

create a stage, consider roof for 1/2 the year?

I would like to see a marketplace for the people. Too many of the established spaces downtown are upscale and inaccessible to a large number of Eugene residents. Imagine a year-round Saturday Market with the modifications necessary to provide shelter from the elements without creating obstacles. Whether this people's marketplace complements or absorbs the existing Saturday Market should be the subject of community forums. An everyday marketplace for nourishment of spirit, body and mind could work quite nicely if adequate attention is given to the needs and desires of everyday people.

a place where people can come and take a rest from their day while enjoying good company and quality entertainment

## Downtown Solutions Forum - Online Survey Responses

"Kesey Plaza ideas Revised 12.1.15 If interested, contact Kathy Ging [Kathy@kathyging.com](mailto:Kathy@kathyging.com) Have a kiosk or small room that holds 30 + people where an Oregon info treasury network could start. Even a trailer under a canopy, e.g., one made of long lasting hemp canvas. (Other registration satellites could be eventually located, e.g., at Oakway Center and at a River Road location.) Basic concept: index skills, services and talents and have people access each other in order to have meetings, connections and to start new cottage or other businesses. (See Community Skills Bank history below.) Names – Oregon Community Resource Odyssey Oregon Community People Info Treasure Register Oregon Trail Information Treasury of Skills and Services, Tools and Talents Sub title (suggestions only): New Dimensions in Community Networking ORE-SENSE the horse says: because it only makes sense for people to help each other (or) knowing and helping each other makes OR-Sense! A creative info treasure of talents, services and skills, tools and interests, wants and needs IDEAS TO CATALYZE THE NEW ORG: Design a questionnaire – what questions would you suggest? ... Why did you come to Oregon? What do you want to change in Oregon, the world or in yourself? What are your wants and needs? Would you fill out a TREASURE inventory? and an OREGON ENERGY SAMPLER? (5 or 30 minute version? Or would you prefer to be interviewed on phone or in person? Do you have a preferred person you would want to interview you?) ~~~ Community Skills Bank - very brief history by kathy ging [Kathy@kathyging.com](mailto:Kathy@kathyging.com) Community Skills Bank was an IRS tax-exempt organization founded in Southern Oregon by Kathy Ging in 1976 when the sun and moon were both in Aquarius. It helped influence the founding or expansion of at least a dozen other organizations and business ventures such as the Ashland Crafts Cooperative, Southern Oregon New Energy Institute (SUNERGI), Cooperative Forest Workers expansion of Everyone's U. (free university at the then named Southern Oregon State College) and more. Former Eugene resident and native Oregonian (now passed) John Crumbley, Harvard and U of O graduate, was on the Board of Directors as were many other distinguished citizens including professors from the then named Southern Oregon State College, grant writers, professionals and nonprofit organization employees CSB or Skills Bank, as it was later re-named under the second director, lasted for 8.5 years and had five free or almost free offices given to it in Southern Oregon including the Oregon Museum of Natural History in Lithia Park donated by Ashland City Council which Skills Bank members remodeled. It focused on community inter-dependence sharing of self-reliance and diverse other skills and was one attempt to erase some differences between the huge income disparity that existed between wage scales of men and women at the time. (At that time, e.g., baby-sitters received fifty cents an hour and plumbers \$25 an hour.) Its founding was inspired by the spiritual concepts of the Golden Rule and faith, hope and charity, Circulation of the Light (an expression in the I Ching oracle), Ahimsa, harmlessness (Indian), in thought and action, and the Amethyst Ray, which the author of The Secret of the Andes wrote in 1956 is the feminine ray that will purify the mineral, vegetable an animal kindoms and the earth! Her vision was also influenced by the Beatles song: take a sad song and make it better! Kathy, a Virgo like Ken Kesity, was also influenced by an icon of her generation, Ken Kesity, whom she admired for his creative zest. (Kathy has an M.A. in English literature as had originally planned to be a college visionary poetry professor) The credit hour accounting system used to track hours served never balanced or had to balance – because of the circulation of the light concept. People would do services for each other, sometimes for those they did not even know and someone later could tap others' skills to help them. This unique barter network was set up so that although the mostly volunteer staff could keep track of credit hours served, people could also do one-to-one or three-way barter. It influenced founding of JoCo Skills Exchange, (Josephine County), Community Energy Bank which started at the Growers market, Eugene (Lane County). It catalyzed the start-up of other similar groups around the world

## Downtown Solutions Forum - Online Survey Responses

and one man later received a huge grant to link up para-professionals with nonprofit organizations (an established national volunteers organization broadcast the resource sharing system without using the barter/credit hour accounting aspect). Basic skills bank/treasure concept: 500+ skills, services, talents, interests cataloged in 23 categories A to Z – agriculture, alternative energy, etc. At least eight different ways a person could list the service or talent offered were facilitated: Doer 1 or 2, Learner 1 or 2, Teacher 1 or 2, wanting an apprentice or wanting to be an apprentice, having or needing a tool. A separate inventory called the Invisible tools Library – invisible because everyone kept their tools but had the opportunity to inventory them. Another separate inventory called the Oregon Energy Sampler was created that listed organizations that could be formed or that already existed looking for new ideas and members. Another registration (questionnaire) some members used: Intentional Community: to Clearly Articulate Your Dreams. This form could be revised for urban dwellers and for those wanting to set up regular businesses, cooperatives, ESOPs, B Corporations, land trusts, co-housing, or to locate compatible roommates. Folks filling out this form started Trillium Community in Southern Oregon's Applegate Mountains that has lasted for about 40 years. The Skills Bank concept today might be referred to as the Sharing Economy. - not the end?! – Kesey Plaza #11.11 part two – long org list NOTE: I am not representing that any of these groups have endorsed this Great Notion yet. Lane County (or Oregon) Community Self-Reliance Data Base Inventorying Services, Skills, Interests and Tools for Salons, Soirees or Other Organizational connections (could name it OREGON with Eugene or Lane County subsets) The wealth of a nation is the skills and services of the people Integrated mini versions of the system into many organizational circles already existing. Make info applicable to geographical area of affinity groups – even supporters of Civic Stadium, e.g.? Integrating what this data base is with media: work in conjunction with them. Services Skills: Community Treasure (aka Asset Based Community Development) critique data base - every time revised needs new date; possible co-creators or participants to ask: 1. Saturday, farmers, second-hand markets countywide, Helios Resource Network 2. Neighborhood groups and inter-council 3. Extension service groups like Master: Food Preservers, Gardeners, Conservers, Composters, Recyclers 4. U OF O. LCC, other college students and consider a network hub at LCC downtown center 5. UO info hub and one at Oakway Plaza N. of the river 6. Musicians Switchboard 7. Eugene Permaculture Guild 8. Meet-Up Groups + Facebook page posters 9. Mt. Pisgah, Buford Par, Nearby Nature, Cascadia Wetlands, Oregon Toxics Alliance other environmental and social justice groups 10. Charter and other schools, PTAs sub-set of PTOs 11. BRING Planet Improvement Center, MECCA 12. White Bird & Occupy Medical, medical networks 13. Chamber of Commerce has outdated \$15 nonprofit directory of Lane County – do regular new edition online, hard copy 14. Senior networks (access senior services directory) 15. Eco Design, PIELC, Sustainable Business Conferences, Symposia 16. Lane County publicly owned utilities (six) and private 17. Mother Earth News, Yes!, Backwoods, Solar Oregon local constituencies or subscribers 18. Computing, media, PPPM departments UO, LCC + 19. KLCC, CTV-29, KRVM, KFWA, new radio stations 20. farmers before they die give secrets up or share some 21. Faith Community - Unitarian, Unity Church, Mormons, Seventh Day Adventists, Buddhists, synagogues, etc. Funding: individuals, governments, corporations neighborhoods thru City, EWEB + Modest income for one or more explaining usage to groups; Charge modest dues first year \$2 a month? or allow it to be used for free for 6-12 months. Structure it so other groups could easily use it. Once template done, apply for a grant. "

We could consider starting an Oregon Dream Information Treasure Data Base - inventorying Oregon resource treasures - the skills, services, talents, levels of abilities, interests and tools of our

## Downtown Solutions Forum - Online Survey Responses

people, many who moved here for quality of life enhancement reasons. With some funding and volunteer effort, membership could be free the first year or first six months then a modest fee could be requested. E. g., see this two page flier I assembled as an ideas that could be morphed and matriculated: Kesey Plaza ideas revised 12.2.15 If interested, contact Kathy Ging Kathy@kathyging.com to continue discussing this Great Notion! Have a kiosk or small room that holds 30 + people where an Oregon info treasury network could start. Even a trailer under a canopy, e.g. one made of hemp canvas. (Other registration satellites could be eventually located e.g., at Oakway Center and in River Road.) Basic concept: index skills, services and talents and have people access each other in order to have meetings, connections and to start new cottage or other businesses. (See Community Skills Bank history below.) Possible names – Oregon Community Resource Odyssey Oregon Community People Info Treasure Register Oregon Trail Information Treasury of Skills and Services, Tools and Talents for Community and Self-Enrichment Sub-title (suggestions only!): New Dimensions in Community Networking ORE-SENSE the horse says: because it only makes sense for people to help each other (or) knowing and helping each other makes OR-Sense! A creative info treasure of talents, services and skills, tools and interests, wants and needs IDEAS TO CATALYZE THE NEW ORG: Design a questionnaire – what questions would you suggest? ... Why did you come to Oregon? What do you want to change in Oregon, the world or in yourself? What are your wants and needs? Would you fill out a TREASURE inventory? and an OREGON ENERGY SAMPLER? (5 or 30 minute version? or Would you prefer to be interviewed on phone or in person?) ~~~ Community Skills Bank – very brief history (rev. 12.2.15) by kathy ging Kathy@kathyging.com Community Skills Bank was an IRS tax-exempt organization founded in Southern Oregon by Kathy Ging in 1976 when the sun and moon were both in Aquarius. Native Oregonian John Crumbley, Harvard and UO educated, was on the Board of Directors as were many other distinguished citizens including professors. It helped influence the founding or expansion of at least a dozen other organizations and business ventures such as the Ashland Crafts Cooperative, Southern Oregon New Energy Institute (SUNERGI), Everyone's U. (free university at the then named Southern Oregon State College), Cooperative Forest Workers and more. It lasted for 8.5 years and had five free or almost free offices given to it in Southern Oregon including the Oregon Museum of Natural History in Lithia Park which it remodeled. It focused on community inter-dependence sharing of self reliance and other skills and was one attempt to erase some differences between the huge income disparity that existed between wage scales of men and women at the time. Its founding was inspired by the spiritual concepts of the Golden Rule and faith, hope and charity, Circulation of the Light (an expression in the I Ching oracle), Ahimsa, harmlessness (Indian), in thought and action, and the Amethyst Ray, which the author of The Secret of the Andes wrote in 1956 is the feminine ray that will purify the mineral, vegetable and animal kingdoms and the earth! The credit hour accounting system used to track hours served never balanced or had to balance – because of the circulation of the light concept. People would do services for each other, sometimes for those they did not even know and someone later could tap others' skills to help them. This unique barter network was set up so that although the mostly volunteer staff could keep track of credit hours served, people could also do one-to-one or three-way barter. It influenced founding of JoCo Skills Exchange, (Josephine County), Community Energy Bank which started at the Growers market, Eugene (Lane County). It influenced the start-up of other similar groups around the world and one man later received a huge grant to link up paraprofessionals with nonprofit organizations (an established national volunteers organization broadcast the resource sharing system without using the barter/credit hour accounting aspect). Basic concept: 500+ skills, services, talents, interests cataloged in 23 categories A to Z –

## Downtown Solutions Forum - Online Survey Responses

agriculture, alternative energy, etc. At least eight different ways a person could list the service or talent offered were facilitated: Doer 1 or 2, Learner 1 or 2, Teacher 1 or 2, wanting an apprentice or wanting to be an apprentice, having or needing a tool. (A separate inventory called the Invisible tools Library). Also a separate inventory called the Oregon Energy Sampler was created that listed organizations that could be formed or that already existed looking for new ideas and members. Another registration (questionnaire) some member used: Intentional Community: to Clearly Articulate Your Dreams. This form could be revised for urban dwellers and for those wanting to set up businesses, cooperatives, ESOPs, land trusts, co-housing, or to locate compatible roommates. Folks filling out this form started Trillium Community in Southern Oregon's Applegate Mountains that has lasted for about 40 years.

No more construction on open areas. Comfortable covered areas where people can be all year round. Cahoots-trained caretakers there to peacefully encourage a "leave no trace" ethos so the areas stay accessible to all and supportive to the businesses nearby.

## What are the top 3 actions you think would help improve downtown shared public spaces? 1st

attractive hardscape (pavement, water features, outdoor dining)

In good weather, places to sit and eat-

Launch a public service campaign (similar to the video shown at the forum) with business owners, shoppers, and un-housed stating, "It's my downtown" as they pick up litter, scrub graffiti, or engage in various activities showing us all taking pride in a clean City. Use TV/Radio/Newsprint to spread the message

not a ban on panhandling but add panhandling regulations. such as  
[http://www.mlive.com/news/bay-city/index.ssf/2015/09/bay\\_city\\_commission\\_approves\\_n\\_4.html](http://www.mlive.com/news/bay-city/index.ssf/2015/09/bay_city_commission_approves_n_4.html)

More waste bins!

Do not allow panhandeling within City limits. Define panhandling thoroughly as to not exclude non-profit fundraising.

Money allocated toward improving Kesey Square. The perception is the city is letting it get so bad that they claim they will have no choice but to erect a building on top of it. That is just a band-aid to much larger problem. And not what the people of this city-whom they work for- want.

More benches

More community activities at Kesey Square on a monthly basis.

Program Kesey Square more than every once in a while, daily programming from food markets to food carts, to live music, busking schedules, larger events are great, but more frequent events would breath life into the square

Put seating, umbrellas, heaters, and tables in Kesey Square

Make downtown a tobacco-free zone.

## Downtown Solutions Forum - Online Survey Responses

### Petition

Ordinances against panhandling and more police to enforce

More places to sit down .

make it more inviting for events, music, etc

Focus on everyday people

open up the walls and make shop windows with tables and chairs on Kesey Square

Involve the broad community in a two day and all night design charette to ferret out the greatest ideas; a charette would be two different weeks one 24 hour day each - similar to UO and other architectural students when co-creating. Local businesses could donate refreshments, these 2 events could be at the WOW Hall or Shedd or other venue. Invite the UO students who under Prof. Tice came up with some ideas recently that most of us have not seen!

No major construction taking away existing open spaces.

### 2nd

a place for outdoor performances

more planned activies- games for families, etc.

Provide doggy waste stations throughout the downtown area, and garbage cans.

enforce not blocking sidewalks

More nature

A stronger police presence downtown would be a huge help. I feel like the City as a whole does not support our Police or their policing. They are necessary!!

Money allocated to help improve shared public spaces instead of building more student housing.

More artwork

Actual homes for the homeless and travelers...Perhaps a place that Travelers can meet up, but not on the sidewalks.

Chairs, nice, outdoor furniture for everyone's use/ Balcony seating above voodoo and the rug store

work with Ali Emami to open up walls

Have public safety/police department patrol reguarly and be seen.

Acknowledgement of site

Removal of traveling population

Some kind of water features and trees/bushes / flowers .

curfew

End coddling of developers and land barons

## Downtown Solutions Forum - Online Survey Responses

set up a small stage on Kesey Square for performers to entertain

we should stop viewing the travelers as us versus them - I have lived and visited many countries, and hospitality is the key word- integrating people into new and existing paradigms rather than alienating them

Supervised covered areas for people to congregate year-round.

### 3rd

garbage receptacles and rest rooms

no smoking in downtown core [ hmmm ]

Similar to the "It's our downtown campaign, launch a "I just want to feel safe" campaign. All people of all walks of life sharing the same message. Show them in situations that could be hostile and them stating "I just want to feel safe" and how their adversaries peers help stop the threatening behavior. Behaviors change when it is not accepted- we need to get all demographics onboard. We need to unit in what we call unacceptable.

banning smoking in downtown.

The city actually listening and taking an active interest in what the majority of the citizens of the city want to see happen to downtown shared public space.

More flowers, plants

Redo Kesey Plaza to be more inviting....

Open up the walls, or atleast paint murals. Make this a true square like montparnasse in paris or any other european neighborhood square. Permeable boundary of shopping with seating in the middle. It has worked for thousands of cities for thousands of years

build a small covered stage for local performance

Provide incentives for businesses to come there and stay.

Celebration

Bring in family entertainment

A place you can sell handmade items and not be harassed . In Most city's you need a permit to sell pre made goods . But not handmade ones .

Encourage participation by marginalized community members

create raised beds on Kesey Square to plant flowers

ask Zane Kesey to participate in a worldwide fund raiser (he has 15,000 Facebook followers) and catalyze some new uses for the space. We could use other crowd funding strategies

Food vendors who can take food stamps so they're more accessible to all. Free / donation soup kitchen cart.

**ATTACHMENT B**

Categories of Priorities Identified at Downtown Solutions Forum



At the December 2, Downtown Solutions Forum, participants working in small groups were asked “What would help improve how we share our space together downtown?” Facilitators recorded ideas generated by participants and then asked the group to identify the top three items using a dot stickers. Each participant had three dots to place on the ideas they felt should be a priority. The priorities identified by each small group were transcribed and sorted into general categories listed below. Some priorities were repeated by several groups. While some priorities may apply to several categories they were only listed once to avoid duplication. The categories are listed in alphabetical order.

**Big Ideas/Picture**

Commitment to a comprehensive vision for downtown public space including \$\$
Engaging private sector/corporate sponsors for downtown projects (i.e., art, refurbishing, donation parking meters); more aggressive private/public partnerships to address downtown issues and larger issues of homelessness
Design (not engineer) public space
Develop EWEB property

## Downtown Forum – Identified Priorities

Use of rooftops
Protecting spaces – existing
Create a car-free downtown
Place the railway underground (this was a City Club talk). The top would be a park, the noise would be abated, station house below.
Get rid of surface parking in favor of green open spaces / parks
Public/private collaborations to use underutilized parking lot
Transform parking lots to housing and public spaces

## Health

### Restrooms

Bathrooms
Bathrooms
Restrooms
Public restrooms
Public Restrooms
Safe clean public restrooms – what works in other cities?
Create access to public restrooms and showers -e.g. bus

### Sanitation

Trash and recycle bin lded & info
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### Smoke/Tobacco-Free

Smoke free public spaces
Public areas such as sidewalks and densely populated – be smoke-free, tobacco-free -attraction/entertainment space that is versatile and multi-use

## Parks, Plazas and Facilities

### Community Facility

Put something positive for downtown youth and/or arts uses in old LCC building
Downtown Community Center – Rec programming, including outdoor space
Community Hub – Resource center -general information, referrals, space where you do not need to purchase something to be there
Connectivity welcome center for info/resources
Endorsed center to Eat/Wi-Fi/bathroom
Greenhouse

### Farmers’ Market

Year-round Farmers Market
Covered/permanent Saturday or Farmers Market

## Downtown Forum – Identified Priorities

Commerce around public spaces (farmers markets)
Kesey Square
Kesey Square walls – open to businesses and other businesses open onto sidewalks
Re-design Kesey Square – more open/useable <u>public use</u> , welcoming program
Open Kesey blank walls (create doors to those buildings) (activate)
Open storefronts to square
Kesey Square 1 Don't build 2 Open the edges 3 Rezone to public 4 Favor public use 5 Public performances
Kesey Square – schedule of activities/keep it an active space – more of same good things (fashion show, slug queen, music); businesses to draw people when not programmed

## Programming

Volunteer group to organize use of Kesey Square
Board of folks to help schedule with COE “spaces” = calendar
Example of Directors Park in Portland
-programmed, covered space and staffed, lots of seating
Make downtown active – Focus on Diverse Programming catering to wide audience -downtown cheerleader
More art installations that even go into after-business hours to draw people; interactive, family-oriented, activity events <u>inclusive</u> of travelers
Events regularly occurring at Kesey Square

## Public Safety & Behavior

### Public Safety

More public safety officers downtown
More/priority on law enforcement
Make it safer – provide more places for the unhoused to stay
Enhance pedestrian safety/bike safety

### Rules/Expectations

More rules for behavior
Park Blocks/Kesey Square – park rules, more regulations
City ordinances blessed by ACLU that address unconstitutional behaviors (negative) to share the space
*clear expectations for behavior

## Downtown Forum – Identified Priorities Services

### Alternatives to Panhandling

Alternative to panhandling
Board for posting: real life fb, and post odd jobs
Cash donation meters

### Mental Health Services

Mental Health services
Addiction treatment
Committed Downtown CAHOOTS

### Outreach workers

Outreach workers in downtown
Positive chaperone -Attention to restroom areas and surrounding areas – identified as a “helper”

### Shelter/Day Center

Homeless day center/shelters
A Public Shelter
Making use of vacant buildings for homeless day-center/living
Homeless day drop-in center (not center of downtown but not too far)
Storage lockers for belongings
Clear see-thru roof buildings – harbor from elements
Social Service Center downtown (1-stop shop for all needs) -sign up for volunteers -job opportunities

## Welcoming Amenities & Fun

### Amenities

Provide more amenities for denser population downtown, considerations (restrooms)
Energize the places that surround the public spaces – entrances, activities, windows, etc.
Plants, horticulture education (with facts/signs)
Free Wi-Fi service everywhere and charging stations everywhere
Food carts in Park Blocks, W & S Park Street
Add play structures – family attraction
Create an iconic art/merry-go-round piece attraction
Kid and adult-friendly interactive installments

### Lighting

Outdoor lighting (like Xmas lights or ferry lights) in downtown pedestrian alleys
Better lighting in alleys, continuity

## Downtown Forum – Identified Priorities

### Seating

Seating for multi abilities for all
Seating with cover
Benches and tables (can't have too many)
Benches, small performance space, infrastructure to encourage use
More Seating <ul style="list-style-type: none"><li>- more public art along the streetscape</li><li>- Denver example – upright pianos, monster sounds from grates</li><li>- auditorium – Montreal example</li><li>- Public art as wayfinding</li><li>- connect vibrant areas to each other</li></ul>

